

LIFE



BATHING SUITS

JUNE 23, 1947

15 CENTS

YEARLY SUBSCRIPTION \$5.50



BRAND NEW CANNON TOWELS

IN THIRSTY NEW TEXTURES --

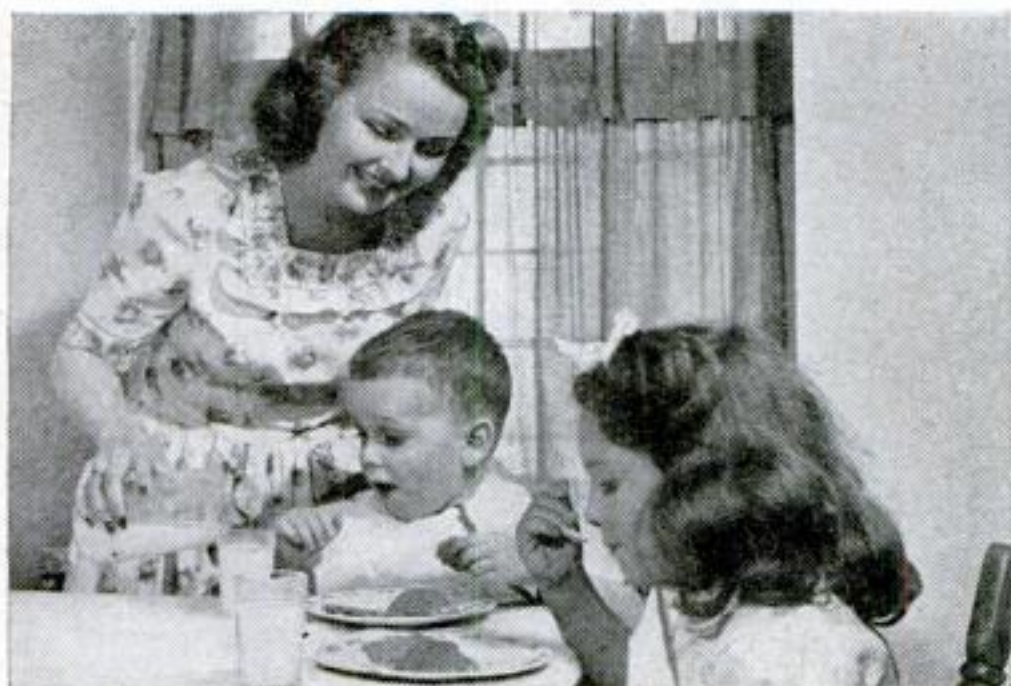
E-L-E-V-E-N NEW COLORS!



NEW, NEW, NEW--AND THERE'S MORE IN STORE FOR YOU!

Watch for these and a whirl of other wonderful new Cannons arriving now! From about 59c to \$2.95.
Cannon Mills, Inc., 70 Worth St., New York 13, N. Y.

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Service with a smile—a *model* smile—for the Criders use Ipana—specially designed to help keep teeth sparkling bright. And knowing how today's soft foods often rob gums of exercise, Frances' family helps keep gums firm and healthy with brief, gentle gum massage.



Two sparkling smiles coming up! Eight years a Cover Girl, Frances knows the importance of a dazzling smile. So she's taught her children the importance of gum massage, recommended by 7 out of 10 dentists, according to a national survey. (Same survey shows that dentists prefer Ipana 2 to 1 for their own personal use!) But let your dentist decide whether and how to massage your gums.

This Model Mother tries not to be glamorous

But that's not easy when you're a Powers Girl with a dazzling smile like Frances Nalle's

MRS. FRANCES NALLE CRIDER is one model who doesn't try to look glamorous. Because New York's modeling circles know her as the ideal "Young Mother" type of model. And she is: she has two adorable youngsters of her own. And she has the brilliant smile that's so important to *any* kind of modeling job.

"Model" Mother that she is, Mrs. Crider has already taught 5-year-old Amanda and

3-year-old "Bobo" to safeguard *their* smiles by following her own prized dental routine: *Regular brushing with Ipana Tooth Paste, then brief, gentle gum massage.*

Smile-conscious as Frances (and *every* successful model) is, she naturally knows what thousands of schools and dentists are teaching—that a radiant smile depends largely on sparkling teeth. And sparkling teeth call for firm, healthy gums.



The chimney goes here. Amanda and "Bobo" Crider seem to be rushing things slightly. But not "model" mother Frances when she teaches them proper care of teeth and gums. Sensitive gums, among adults, often herald their warning with "pink tooth brush"—a sign to *see your dentist*. Let him decide whether yours is simply a case for "the helpful stimulation of Ipana and massage."

How to massage your gums. Gently massage at the gum line, always keeping fingertip in contact with the tooth surface. It's at the gum line, where teeth and gums meet, that so many troubles start—where gentle massage can be so helpful. *Between regular visits to your dentist, help him guard your smile of beauty.*

Ipana Tooth Paste



for your Smile of Beauty

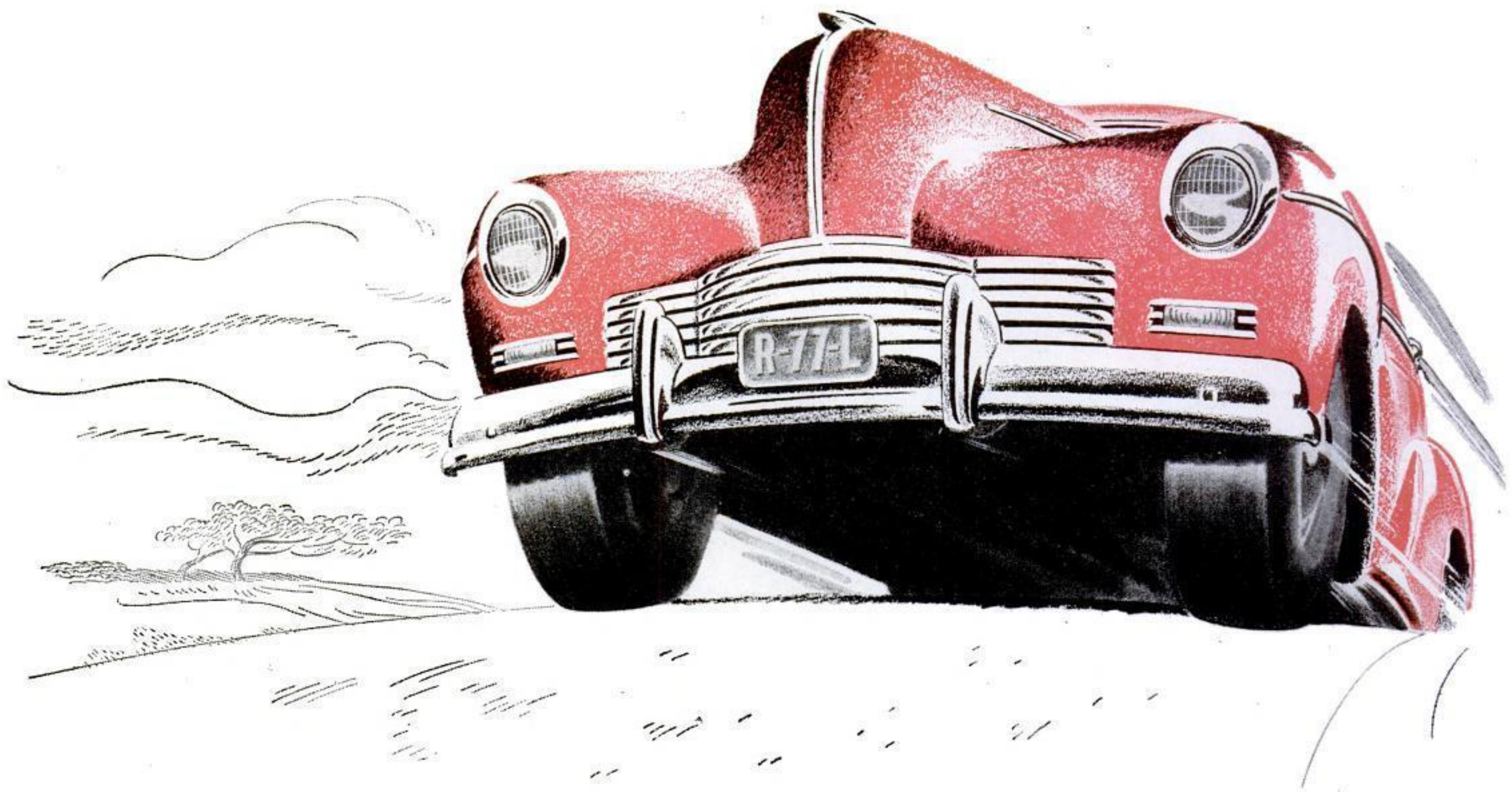
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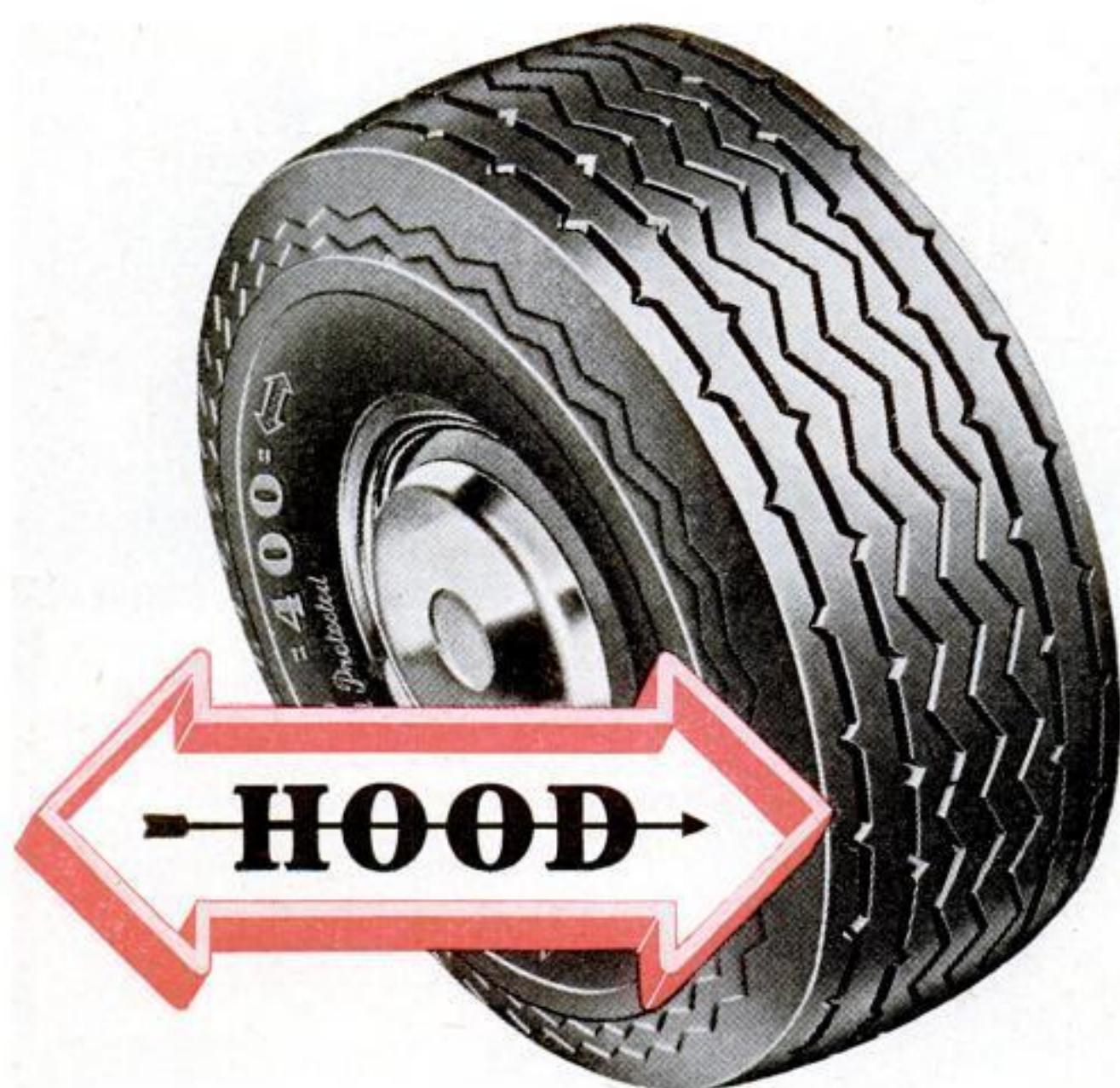
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More rubber on the road



THAT MEANS More Safe Mileage!



"THE broader the base the surer the footing" is an old engineering axiom. That's why, when tire engineers designed the beautiful new Hood "400", they gave it a flatter, wider tread. They knew that with more rubber on the road cars would hug the road better, stop quicker . . . that your protection against skidding would be increased. They knew, too, that with more rubber on the road wear would be more evenly distributed . . . wear would be *longer*.

Next time you need tires, look first at Hoods. Quiet running, smooth riding, Hoods are a perfectly balanced combination of the best tire qualities.

If it's HOOD—it's GOOD!



Millions of calls are made-to-order every hour

Every telephone call is made-to-order on the spot.

This is not a mass production industry. There's no way to manufacture a lot of telephone calls in advance and store them for future need.

Your call may be across the street. The next may be across the country. It may be the middle of the day or the middle of the night.

But whenever you call and wherever you call, the telephone company must be ready. It must — in a matter of seconds — provide the people and equipment to carry your voice to any one of millions of other telephones near or far.

And do the same thing for millions of other people every hour.

BELL TELEPHONE SYSTEM



It's Almost
Inevitable...



...when you smile your sweetest, and

Keep Kissable!

His heart sings the ageless serenade, "You're so beautiful..."
You query, "Could any girl be this girl? Could I?" Rather, ask yourself,
"Does my smile compel compliments? Is my mouth sweet, fresh, inviting?"
Answer a confident "yes", if you've beauty-bathed your teeth and mouth
with the new Listerine Tooth Paste. One trial will show you why.
So refreshing... so stimulating... this delightful new dentifrice leaves your
teeth sparkling in all their natural brilliance,
your mouth enticingly sweet. You're extra nice
... you're kissable!

LAMBERT PHARMACAL COMPANY, St. Louis, Mo.



"THE Beauty Bath FOR TEETH!"

LETTERS TO THE EDITORS

A FLAT APPEAL

Sirs:

I do not wish my full name used except for "Mary Agnes" if you publish my letter.

I am writing in defense of us so-called "flat-chested" girls. Do you think some of us like being flat-chested? No! Most of the clothes and the nicest clothes, it seems to me, are made for girls with ample bosoms. We aren't flat-chested by choice. We can't help what Mother Nature didn't give us. Most of the fellows that write in complaining about us act as if it was our fault we were flat-chested. I seem to be the only one defending the flat-chested girls. Why don't more girls defend themselves?

MARY AGNES

Tacoma, Wash.

LYNCH TRIAL

Sirs:

Out of an emotional state of extreme mortification and shock caused by the infamous acquittal of the 26 men who admitted their guilt in the brutal lynching of Willie Earle, I am writing this letter in praise of your frank and courageous story, "Lynch Trial Makes Southern History" (LIFE, June 2).

The case of Willie Earle has a very special significance to me. I am a Negro, too, though reared up in this world in entirely different circumstances than those that were encountered by the ill-fated Willie.

I am a native of Detroit, Mich. and a former prelaw student at Wayne University before entering the Army. I am now waiting for my discharge in eager anticipation of taking up my future educational endeavors at U.C.L.A. For a while the outside world looked very bright for me, a young Negro seeking a career in political law. Now I'm more determined than ever to become a truly great attorney. I am convinced that politics in the U.S. needs a little "whitewashing." The sun does not shine as brightly now as it did yesterday — before I heard about the miscarriage of justice in the Earle case.

My sorrow was lightened somewhat by your splendid pictorial and story

CONTINUED ON PAGE 7

For the convenience of
LIFE's non-subscribing readers

- TO SEE LIFE...
- TO SEE THE WORLD...
- TO EYEWITNESS GREAT EVENTS.

I WANT TO SEE LIFE EACH WEEK

Please enter my subscription to

LIFE

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I enclose \$_____

Please bill me ☐

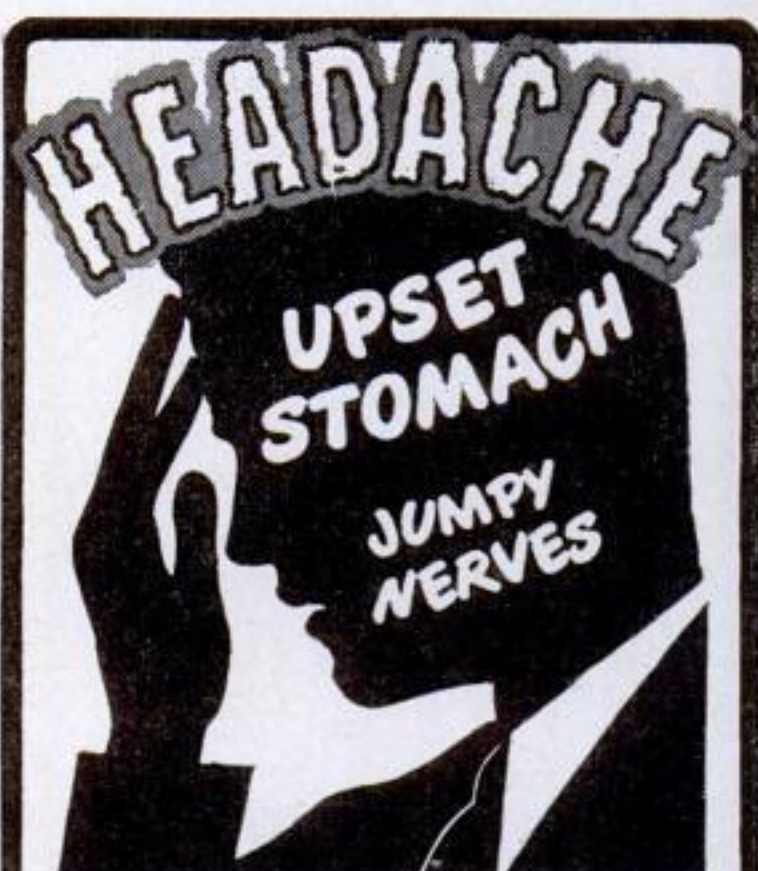
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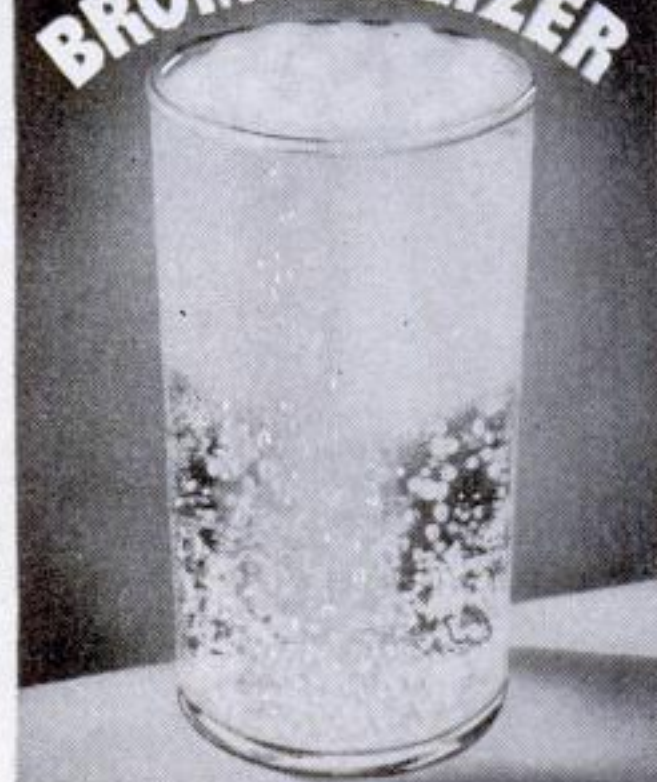
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L-6-23 540 N. Michigan Ave., Chicago 11, Ill.,
or give this coupon to your newsdealer



TAKE FAMOUS
BROMO-SELTZER



RELIEF!



When you suffer upset stomach and jumpy nerves along with headache... take Bromo-Seltzer for quick help. Because Bromo-Seltzer is famous for fighting ordinary headaches these three ways:

1. Relieves pain of headache
2. Relieves discomfort of upset stomach
3. Quiets jumpy nerves

which may team up for trouble.

Simply put teaspoonful in a glass and add water. Bromo-Seltzer effervesces with split-second action... ready to go to work at once. Caution: Use only as directed.

Get Bromo-Seltzer at your drugstore fountain or counter today. Compounded in four convenient home sizes by registered pharmacists.



For FAST headache help

BROMO-SELTZER

A PRODUCT OF EMERSON DRUG COMPANY SINCE 1937

You get more fun

Play it all you please... It's self-charging!
General Electric's De Luxe Portable Radio
renews its power over and over again.

Yes, there's lots more fun because you can recharge this G-E Portable's battery anywhere there's an a-c outlet... or from your car battery. So you can use it as freely as your radio at home. You can play it on house current too, like any table set, even while recharging.

Just look at these amazing features: push button controls to help bring in U. S. and foreign stations galore. Famous G-E natural color tone. Built-in charger. Rugged military construction, and die-cast aluminum case that's light as can be. See and hear it today at your General Electric radio dealer's.

natural color tone radios

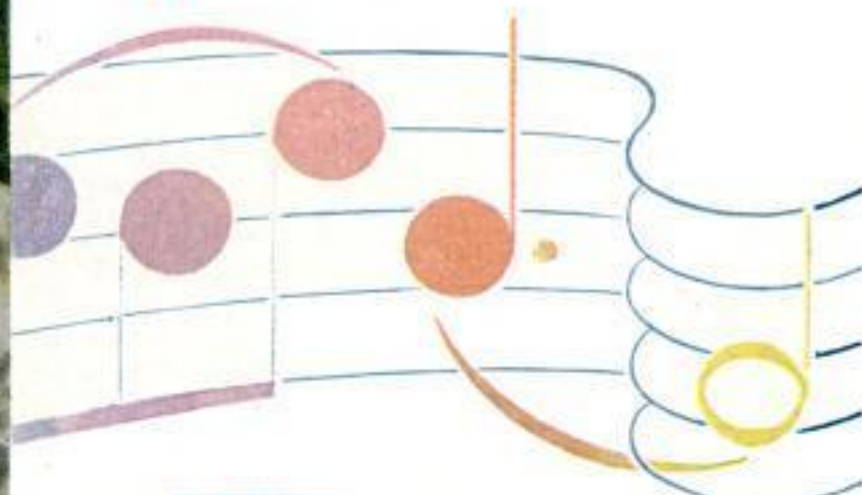
GENERAL  ELECTRIC 170-F8

LEADER IN RADIO, TELEVISION AND ELECTRONICS
 Bridgeport, Conn.

MONICA LEWIS,
 popular star of radio and
 Signature Records.



*G-E self-charging
 portable radio*



THIS TINY BATTERY DOES IT
 It's an airplane type battery with an 18 months' guarantee. The visible indicator tells when the battery is fully charged... and when to recharge.



General Electric's finest table radio-phonograph — Delight in Model 304's glorious natural color tone! Discover new beauty in your favorite records when played by the amazing G-E Electronic Reproducer.



Enjoy G-E natural color tone in this table radio with its rich rosewood brown plastic cabinet and gleaming Multi-weave grille. Oversize (5 1/4") Dynapower speaker. 5 tubes plus rectifier. Ask for Model 202.



Superb FM-AM automatic radio-phonograph... Natural color tone. FM, standard, and shortwave radio. G-E Electronic Reproducer recreates all the music on your records. 9 tubes plus rectifier. See Model 417.

UNITED STATES RUBBER COMPANY

SERVING THROUGH SCIENCE

FUN BEGINS WITH HAPPY FEET!



The best side is sure to win because both teams have the advantage of Keds. White Cross-Court Arch Cushion oxfords for the "ladies"—and lace-to-toe Runners for the Men.



When you have to get in and pitch—there's nothing like the sure foot-work of Keds to help score! Keds' balance lets you forget your feet. Hooray for Gamer Oxfords!



In fishing agile foot-work eases tense moments. Father tells the kids all about it. Basic lesson for real outdoor fun is—Keds—like this Arch Cushion Climber.



Gardening needs feet that can take it—feet in Keds. The sturdy sole construction of the basketball Scorer makes it aces in tough spade-work—fine for all days off.

Everyone's out for a good time—and that's no time for "city feet"—feet that get tired. Keds give real comfort. Made over a Scientific Last they're naturally, barefootedly easy when you dig your feet into a day's fun. They respond as freely as healthy muscles when kids run. Even when Dad sits on the porch, Keds are comfy as socks.

Most of today's grown-ups wore Keds all through childhood. These Shoes of Champions are again friends in everything you want to do, when you relax.

U.S. Keds
REG. U.S. PAT. OFF.
The Shoe of Champions

Only Genuine Keds have these Features:

KEDS SHOCK-PROOF ARCH CUSHION
absorbs jars and jolts—helps avoid overstrain and fatigue. A Keds feature famous for years.



KEDS SCIENTIFIC LAST
is designed to fit growing feet; allows full toe play. Gives straight-line toe action. Barefoot freedom with protection.

HYGIENIC KEDS have breathable uppers; they're kept clean and odorless—the right way. Wash them like socks in plain soap and water.

They're not Keds unless the name Keds appears on the shoe



DOUBLE ACTION PENNZOIL MOTOR OIL

**FLOWS FAST
STAYS TOUGH!**

Your car's in luck when you get the genuine. Sound your "Z" at this sign of quality service from coast to coast.



*Registered Trade Mark Member Penn Grade Crude Oil Ass'n. Permit No. 2
Tough-film PENNZOIL* gives all engines an extra margin of safety

LETTERS TO THE EDITORS

—CONTINUED—

coverage of the case. This entire base joins me in praise. It was nice to know that there were such men as Martin, Thurmond and Watt fighting for the triumph of justice. Even though it appears that they lost, I feel that their moral victory outweighs their loss.

CPL. NORMAN HODGES

Lockbourne Army Air Base
Columbus, Ohio

Sirs:

You are certainly to be commended. It is not hard to imagine such a gross miscarriage of justice taking place under the Hitler regime in Nazi Germany, but for the admitted participants in a lynching to go free in the U.S. seems an unmitigated national disgrace and a reversion to barbarism.

REV. JAMES C. PERKINS

Union Congregational Church
Phoenix, Ariz.

Sirs:

... This smirking miscarriage of justice can be attributed to only one thing—a yellow, spineless jury which should be put on trial for contempt of court. . . .

JAMES A. MIDDLETON

Baltimore, Md.

Sirs:

"The trial did not end in a way to satisfy those who believe that democracy means what it says. . . ."

Hasn't LIFE, along with some millions of individuals, given a new meaning to the word democracy? In Greece it was rule by the Demos, or people, in mob assembly, and any regard for individual rights or feelings was purely coincidental. A classic example of its working was the vote to ostracize—exile—Aristides at the end of an excellent administration. A voter was asked why he voted to exile such a man and replied that he was fed up with hearing him called "The Just."

H. E. GHOLSON

Clarksville, Tenn.

YOUNG WRITERS

Sirs:

How the other "young writers" feel I don't know, but John Chamberlain's article was patronizing and empty-headed (LIFE, June 2). What point is there in such condescension when nothing goes with it but a bunch of banalities concerning writing "styles" and past "generations"? For crying out loud! Put the old boss out to pasture and let this younger "generation" deal with the youth. Nothing could be flatter than such a mess of pedagogic dribble as that.

I'd like to add to this general objection a specific protest, to wit, that Chamberlain falsely implied that on the evidence of these young writers so-called "realism" is absolutely a dead dog, whereas so-called "symbolism" is a barking, athletic dog. So he kicks another hoof-full of critical barnyard mud at James Farrell, saying, in so many words, "If any of these kids likes such a one as James T. Farrell, it is with qualifications." In my own particular statement to LIFE I happened to qualify my estimation of Farrell, hoping to be able to avoid an imitation of him; this was the sense of it. There was no qualification in the manner Chamberlain implies. My estimation of Farrell is similar to the one Chamberlain him-

CONTINUED ON PAGE 10



NEW EASE IN SUMMER FEEDING

All the meat, all the vegetables Baby needs . . . in 5 main-dish foods

Watch a baby eat Campbell's Baby Soup. He eats willingly . . . seems to like the smooth texture, the wholesome natural flavors. These make mealtime pleasant for him . . . and simple for Mother, especially in hot weather.

These five main-dish foods are real baby-growing fare. They are combinations of *all* the meat and *all* the vegetables Baby needs.

All are of the same consistency as other strained baby foods. All have been watched and hovered over, step by careful step, to retain the utmost in food values.

The swing in baby feeding is toward just such meat-and-vegetable combinations. For wise feeding . . . easy feeding . . . plan your Baby's meals around these main-dish foods.

Quick facts busy mothers want . . . about Campbell's Baby Soups!

- Mothers say they're better tasting . . . babies take to them willingly.
- Each of the five provides a variety of foods. Four are meat-and-vegetable combinations; the fifth is an all-vegetable soup.
- Feed one of the five kinds as Baby's main-dish at mealtime. You open just one glass jar.
- Ready to warm and serve. Keep unused portion in its own jar in the refrigerator.
- Campbell's Baby Soups can be fed as early as any strained foods. Ask your own Doctor "when?" and "how much?"
- Every grocer who sells Campbell's Soups can supply Campbell's Baby Soups.

Campbell's STRAINED BABY SOUPS
Main-dish foods for Baby

"BETTER TASTING!"
...MOTHERS SAY

LOOK FOR THE
RED-AND-WHITE LABEL



Banished! 4 Big



**FASTER—
SAFER—
CLEANER!**

Gone for good—the 4 big bothers of shaving. Eversharp has made shaving faster, safer, easier, simpler. Keener-than-ever Eversharp blades are locked in correct shaving position, slice off tough whiskers close and clean—without skin irritation.

No-nick shaving is easy, even under nose and around lips. No blades to unwrap—automatic


EVERSHARP **SCHICK**
INJECTOR

Shaving Nuisances!


Goodbye to Your 4 Biggest Bothers...

1 

Ends Nuisance No. 1 like this...
No time wasted. Nationwide tests have proved Eversharp gives cleaner, smoother shaves—faster!

2 

Ends Nuisance No. 2 like this...
Patented guard bar helps prevent skin irritation. Makes close, no-nick shaving easy—even under nose and around lips.

3 

Ends Nuisance No. 3 like this...
Nothing to take apart or put together. To clean—just rinse your Eversharp under the faucet, shake and put away.

4 

Ends Nuisance No. 4 like this...
No blades to unwrap. No cut fingers. Automatic Repeater locks keen new blade in correct position—*instantly!*

Razor \$1.00
20 Blades .75
TOTAL \$1.75

© 1947, Eversharp, Inc.

repeater changes blades instantly.

Eversharp Schick Injector is world's easiest razor to clean! Just rinse under faucet, shake, put away. Nothing to take apart or assemble. Buy yours now. Start shaving the easy way. Change today to an Eversharp Schick Injector Razor ... and you'll eliminate 90% of daily shaving-nuisance.

SPECIAL

\$1²⁵ WITH 20 BLADES

CLICK
CLICK

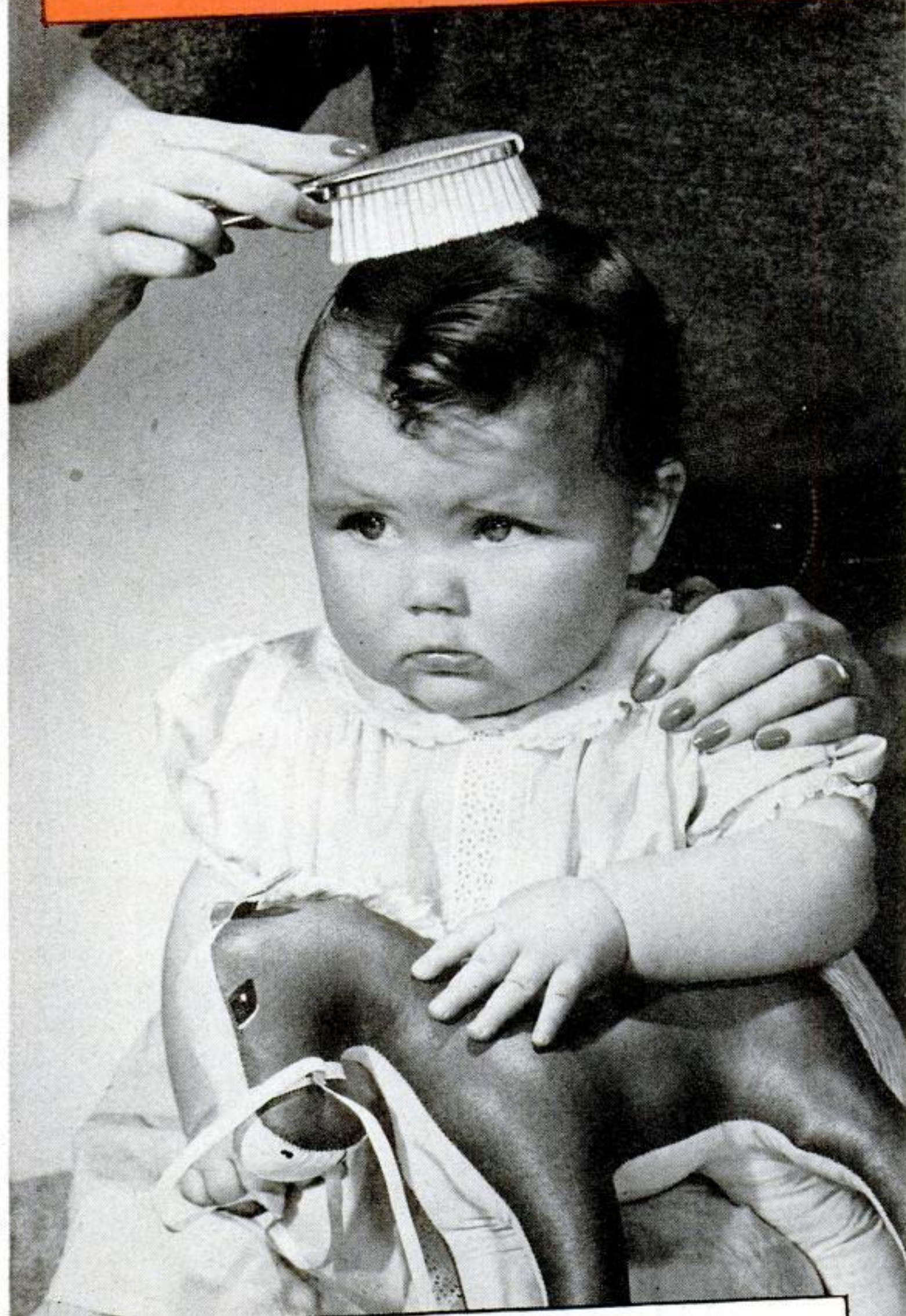
PUSH
PULL

**Push! Pull—
Click! Click!**
Blade changes
automatically.

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RAZOR

The best brushes have DU PONT NYLON BRISTLES



Baby deserves the best!

She's on her way to becoming a glamour girl when her hair is brushed with her very own nylon-bristled hairbrush. It's a special brush for baby, with gentle nylon bristles that are easy to wash—easy to keep immaculately clean and sanitary. Long-lasting nylon bristles are available in other types of hairbrushes—often with backs and handles of sparkling "Lucite"—and also in toothbrushes, paintbrushes, household and industrial brushes. Look for the name *nylon* on the brush or package... at brush counters everywhere. E. I. du Pont de Nemours & Co. (Inc.), Plastics Department, Arlington, N. J.

*Du Pont's trademark for its acrylic resin.

Product of **DU PONT** Plastics
REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

LETTERS TO THE EDITORS

CONTINUED

self made a few years ago. James T. Farrell is a literary giant, somewhat underrated because of the petty heckling that passes for criticism of his works. And here it just happens that my position, as one of the young writers in your story, was indirectly misrepresented.

It seems to me that John Chamberlain could have attempted to give a more accurate review of matters. At least one of the young writers named has resisted going to bed with the vapors of the shade of Henry James. But all of them should properly resent being patted on their curly heads and bored with generalities.

CALDER WILLINGHAM

Woodstock, N.Y.

Sirs:

I should like to publicize the growing discontent with which the corps of which I am a cadet views the ever-increasing acclaim being given Calder Willingham.

It is known to very few people, I believe, that Mr. Willingham attended The Citadel for a period of one academic year, the year which is known to all acquainted with military college life as the "plebe" year. It is a source of constant wonder to the cadets here that such an obviously sensitive person as Mr. Willingham ever survived that year if it was as revolting and full of extraordinary hardships as he makes it appear.

However to make snide remarks is not my primary intent. My purpose is to denounce to the public the book, *End As a Man*, as an accurate representation of cadet life in any military college, including those situated in the South. Being a cadet in one and knowing a great deal of two other Southern military colleges as well as several northern ones, I feel qualified to speak somewhat authoritatively. There is very little resemblance between the description accorded the military college of Mr. Willingham's book and the military colleges actually in honorable existence in the South and elsewhere.

Perhaps Mr. Calder Willingham deliberately intended his novel to be injurious to the cadets and the colleges of a military nature in the South; perhaps he did not. In any case it is a fact that due to the avid reading of *End As a Man* by a horror-mad and scandal-hungry public, the entirely upright and honorable young men who are being graduated from these institutions are finding it increasingly difficult to convince their associates and prospective employers by word or deed that they are not the sadists and morons that they have been branded.

As a second purpose I make a plea to the American public. Do not believe all you read.

CADET JOHN B. DUCROT

The Citadel
Military College of South Carolina
Charleston, S.C.

● Among other things, don't believe the names that cadets put at the ends of letters. "John B. Ducrot" is merely the cadet equivalent of Joe Doaks.—ED.

CONGO MISSION

Sirs:

I was deeply moved by your article "Congo Mission" (LIFE, June 2). For three hours and 40 minutes the night before, I had sat through Eugene



Marjorie Reynolds

Co-starred in "Heaven Only Knows"
A Nero Film Production, released
through United Artists

proudly poses in her Huskies,
with real raw-hide laces...
snug ankle-fit... plenty
of toe-space... exclaims
"Huskies, the moccasins
for outdoors or
indoors are so



Easy on the
Eyes
Easy on the
Feet

3⁹⁵

Genuine
Leather
Uppers
Rubber
Soles



Huskies

For Men, Women, Boys, Girls
—in Colors. If dealer can't
supply you, send us his name.

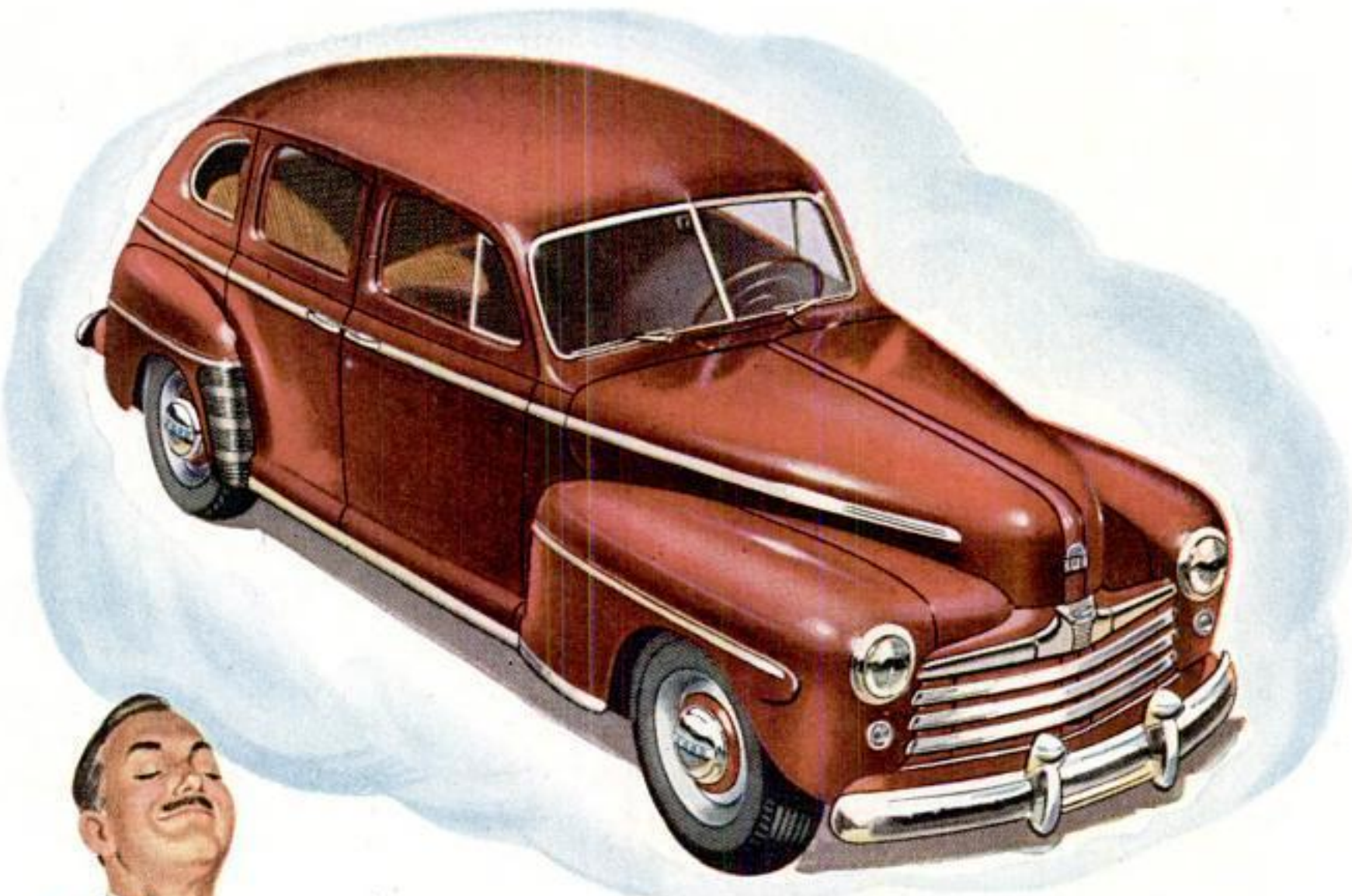
HUSSCO SHOE COMPANY

HONESDALE, PA.

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Ford's out Front

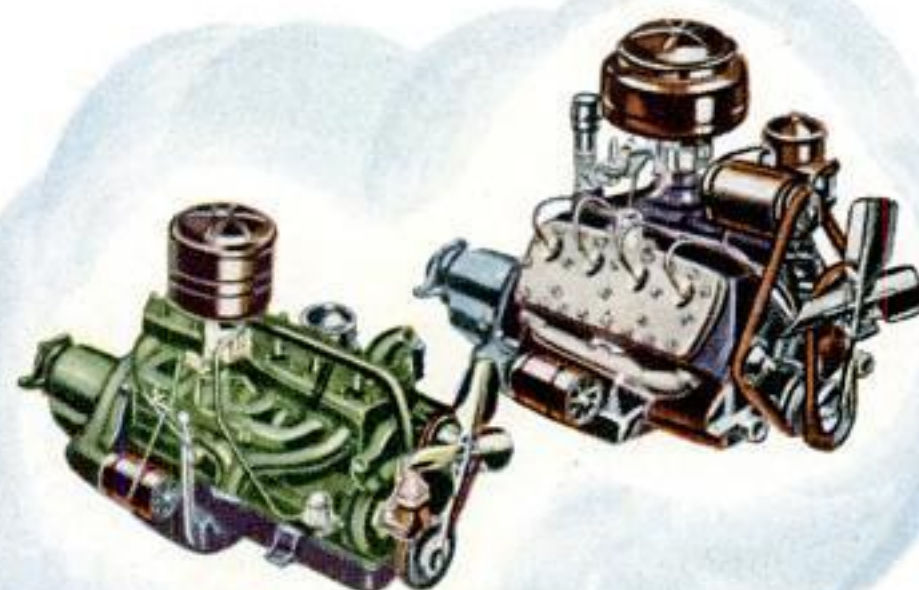
with the car you've been
dreaming about!



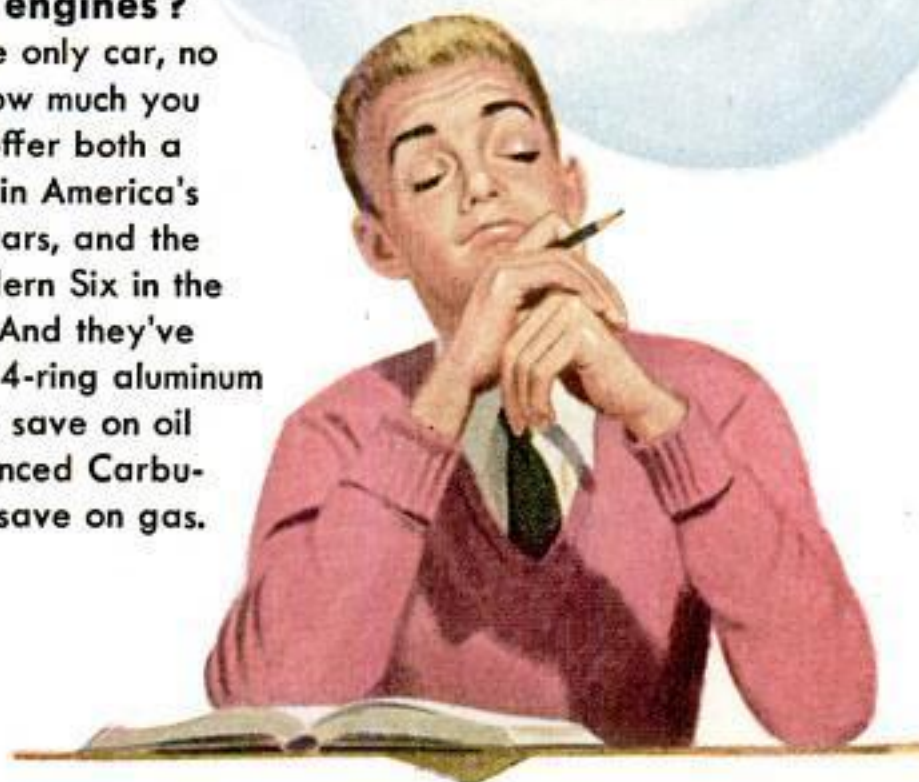
So you're strictly a streamline man? Well, the new '47 Ford's longer, lower look was meant for you! From the brand-new "front" to the wider, heavier fender guards, it's a road-hugging beauty!



And you, Ma'am—you'll find "love-seat" comfort both front and back in the six-people-big, interior! As for upholstery—just run your hand over that doeskin-smooth broadcloth! There's quality!



Bug on engines? Ford's the only car, no matter how much you pay, to offer both a V-8, like in America's costliest cars, and the most modern Six in the business. And they've both got 4-ring aluminum pistons to save on oil and Balanced Carburetion to save on gas.

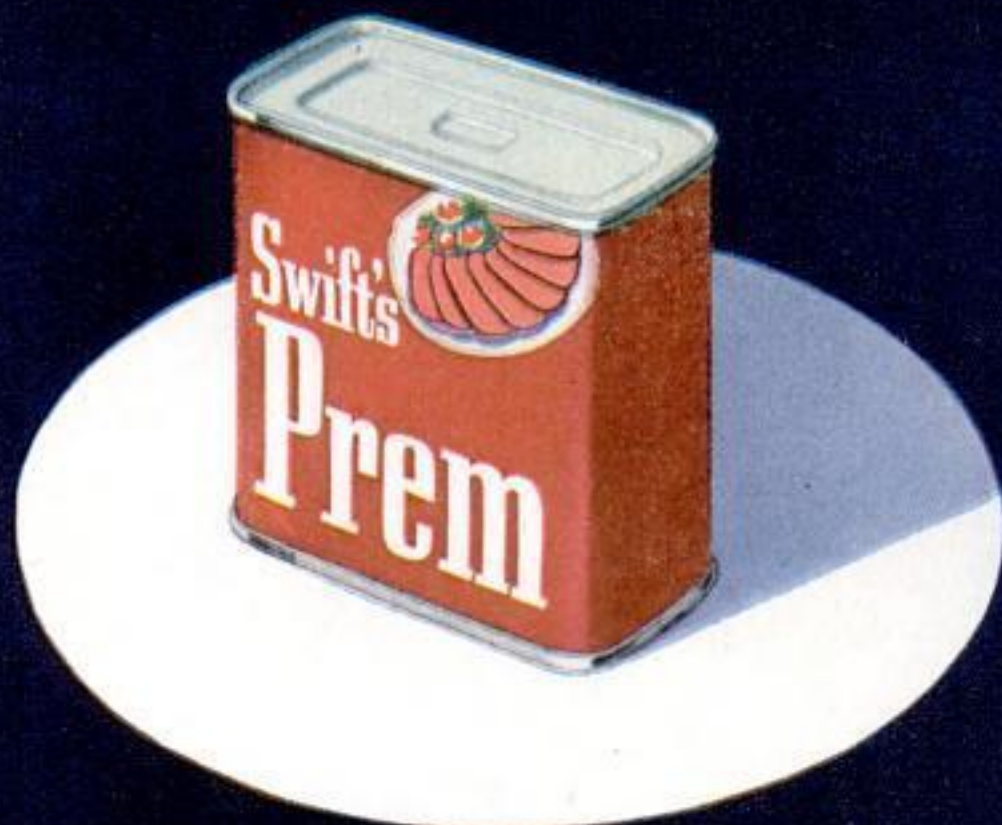


100% dream-stuff come true is the '47 Ford Convertible! Touch a button and before you can say "Ford's Out Front" (well, almost before you can say it) this snappiest of all roadsters changes into a snug sedan. It's Ford magic!



There's a
Ford
in your future

This ONE stands out...



*the one with
Tender BEEF Added!*

Stands out in FLAVOR! Fine pork or beef alone tastes good. Combined, the flavor is *doubly* good... really *extra* fine eating—as these individual Prem loaves will prove.

Stands out in NUTRITION! Prem gives you the important nutrients of both pork and beef... high quality proteins, minerals and B complex vitamins.

Stands out in TEXTURE! Prem is firm, tender and juicy. Cuts cleanly and evenly—cold or hot—slices, or loaves as shown.

3 TO 1 PREFER BEEF ADDED! Tender, flavorful beef has been added to Prem because homemakers wanted it—by better than 3 to 1. From experience, they knew that beef and pork combined was bound to be better. So try Prem soon... see how much better it is.

INDIVIDUAL MEAT LOAVES. Cut whole Prem loaves into halves. Top with orange marmalade and bake in moderately hot oven (400 F.) about 20 minutes. Serve with cauliflower topped with buttered almonds and french fried onion rings.



It's **SWIFT'S**
Say **PREM!**



"o-o-h
Wunderhose"

Delight the Bride with a Wunderhose stocking wardrobe—a pair to suit each hour of the day. Full-fashioned for party-going, sheer no-seams for afternoon wear, tailored-seams for morning marketing, as well as anklets for sportswear.



Wunderhose are the perfect round-the-clock stockings because there's a style for every occasion. They are made in a slim-leg stocking, also, for the teen-ager or the woman with a thinner leg. For gift-giving, or for family stocking-shopping, remember to say "Wunderhose, please."

Wunderhose

SAME STYLES IN
EVERWEAR and ARROWHEAD

RICHMOND HOSIERY MILLS, ROSSVILLE, GA.

BARBECUES • APARTMENTS • PORCHES • TRAILERS

YVONNE DE CARLO
Starring in
Universal-
International's
"SLAVE GIRL"
in Technicolor

HANDY STOVE

Efficient as a large range... yet the Gill Electric Stove is table-size and portable! Cooks a complete dinner for six. The Broiler-Oven bakes, roasts, toasts or broils. Plug it in anywhere, no special wiring. Ask your dealer.

- STAINLESS STEEL TOP
- ALUMINUM SIDES
- ADJUSTABLE HEAT CONTROL
- BROILER-OVEN
- CAST ALUMINUM GRIDDLE

200-1650 Watts—110-120 Volts AC or DC

Gill

ELECTRIC STOVE
GILL ELECTRIC MFG. CORP.
CITRUS AVE., REDLANDS, CALIFORNIA

BARBECUES • APARTMENTS • PORCHES • TRAILERS • ROOMS • BREAKFAST ROOMS • WEEKEND CABINS

LETTERS TO THE EDITORS

CONTINUED

O'Neill's *The Iceman Cometh* and had come away questioning the why of an evolution that after millions of years could produce nothing better than these besotted, craven, parasitic specimens of humanity without one shred of decency or self-respect. And then came your unforgettable picture of the courage, devotion and exalted self-sacrifice of Robin and Mrs. Cobble, Dr. and Mrs. Henderson and Miss Bateman, who, because of their love and pity for their underprivileged fellow man, have elected to serve this cause steadfastly, year after year, under conditions of unbelievable hardship, for the pitiful annual pittance of \$1,760 or less. This, too, is reality, and before such greatness of the human spirit I feel humble.

I am sending you herewith a check for \$100, which I should like you to forward to Dr. Henderson for his medical work among the least of these our brothers at Monieka. Thank you for giving me the opportunity of sharing in this work and thank you, too, for your sorely needed affirmation of the essential worth and dignity of man.

MARION DITTMAN

Rand McNally & Company
Chicago, Ill.

Sirs:

Please accept this expression of my appreciation for the magnificent article and pictures dealing with "Congo Mission." In view of the popular misconception of the program of foreign-mission stations, it is my opinion that you have performed a conspicuous service in making available to the public this excellent material.

REV. W. OLIVER HARRISON

First Christian Church
Corpus Christi, Texas

Sirs:

I noticed the statement that the white children were not allowed to play with the native children unless under strict supervision.

This segregation seems a pity and is certainly not true of all Congo missions. My brother and I were brought up under the American Baptist Mission in the Congo. He organized a soccer team of native boys who played strenuously nearly every afternoon without supervision, and we each had several native playmates.

These associations, with very rare exceptions, were mutually beneficial.

C. MAC DIARMID GEORGE

Los Angeles, Calif.

● The chief reason for close supervision of the white children at Monieka Mission is that natives attain sexual sophistication at an earlier age.—ED.

BULLITT

Sirs:

Mr. William C. Bullitt's article, "France in Crisis" (LIFE, June 2), is a scholarly and pointed analysis. . . .

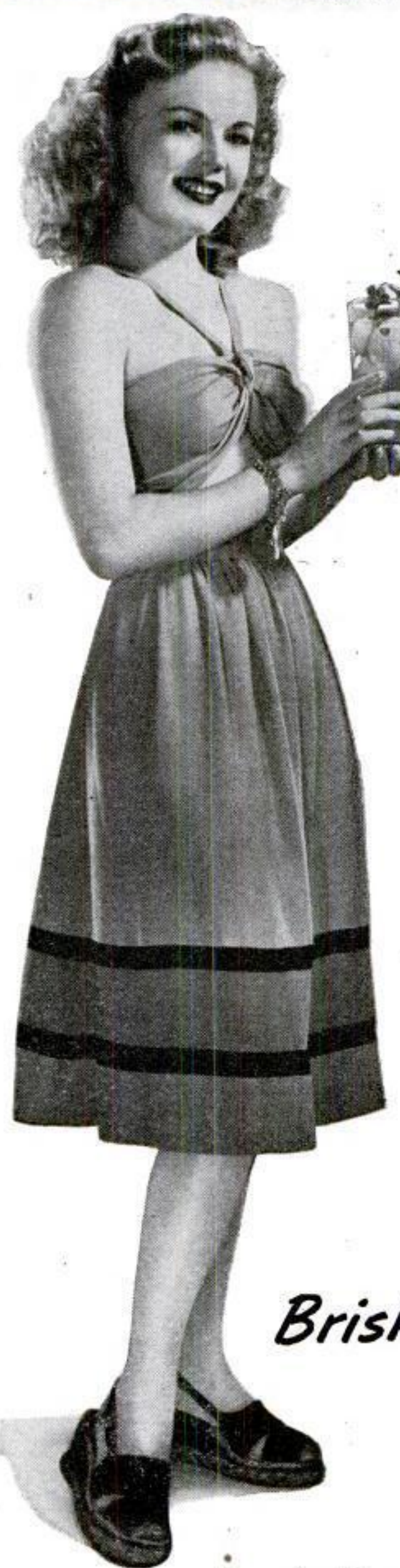
I was particularly pleased to note that Mr. Bullitt makes his appeal for American aid to France partly because of our traditional friendship for her, though her claims upon our interest are far more than sentimental. . . . A noteworthy fact is that the American Revolution debt to France was never paid. If we were to repay her for the food, supplies and munitions she supplied us, we would owe her \$33,930,000, which, with accumulated interest at 6%, would total

SUMMER OF NAUGHTY-ONE



1901—PERT, COY AMELIA BINGHAM was the bright star of the American stage. Starring in another role was that yachtsman and tea merchant, Sir Thomas Lipton.

Miss Bingham delighted theatergoers with her playing of *Mrs. Sterling*. Sir Thomas delighted everyone with his incomparable blend of tea, grown in his own Ceylon gardens, brisk-flavored Lipton Tea.



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CONTINUED ON NEXT PAGE



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LETTERS TO THE EDITORS

CONTINUED

\$133,325,258,000, a figure which comes to more than \$130 billion in excess of the French debt to us. . . .

JULIEN C. GINGRAS

Lynn, Mass.

Sirs:

The day was June 14, 1940. The Germans were marching through Paris, a deserted and silent city; I was on duty in the office of Mr. Langeron, the prefect of police. Mr. W. C. Bullitt, then the American ambassador, was there too. In the momentous three days which preceded the capitulation he had spared no effort to save the city from destruction. His presence there in this day of grief seemed quite natural; he wanted to help and he was the only one who *could* help. France had a true friend and he was speaking for the greatest nation on earth. Today France is hardly better off. Her body and her soul are equally sick. But Mr. Bullitt is still there, telling his fellow citizens what this sickness means to *them*. And why it should be treated and cured at all cost. Thank you, Mr. Bullitt, from the bottom of my heart.

M. H. AUBRY

New York, N.Y.

TAFT'S FORM

Sirs:

That photograph of Senator Taft (Picture of the Week, LIFE, June 2) confirms the soundness of theories I have held concerning him. If he, with that swing, can shoot a tough course in 82 he must have brains or some other substitute for a swing. However his lack of resilience, as revealed in the photo, is going to make it exceedingly difficult for him to squeeze through some of the small openings that beset the path of any candidate for the presidency.

QUINCY THURMAN

Toledo, Ohio

● The pro at Taft's golf club describes the senator's game as "slow and deliberate, with a fair show of the technical requirements for good golf."—ED.

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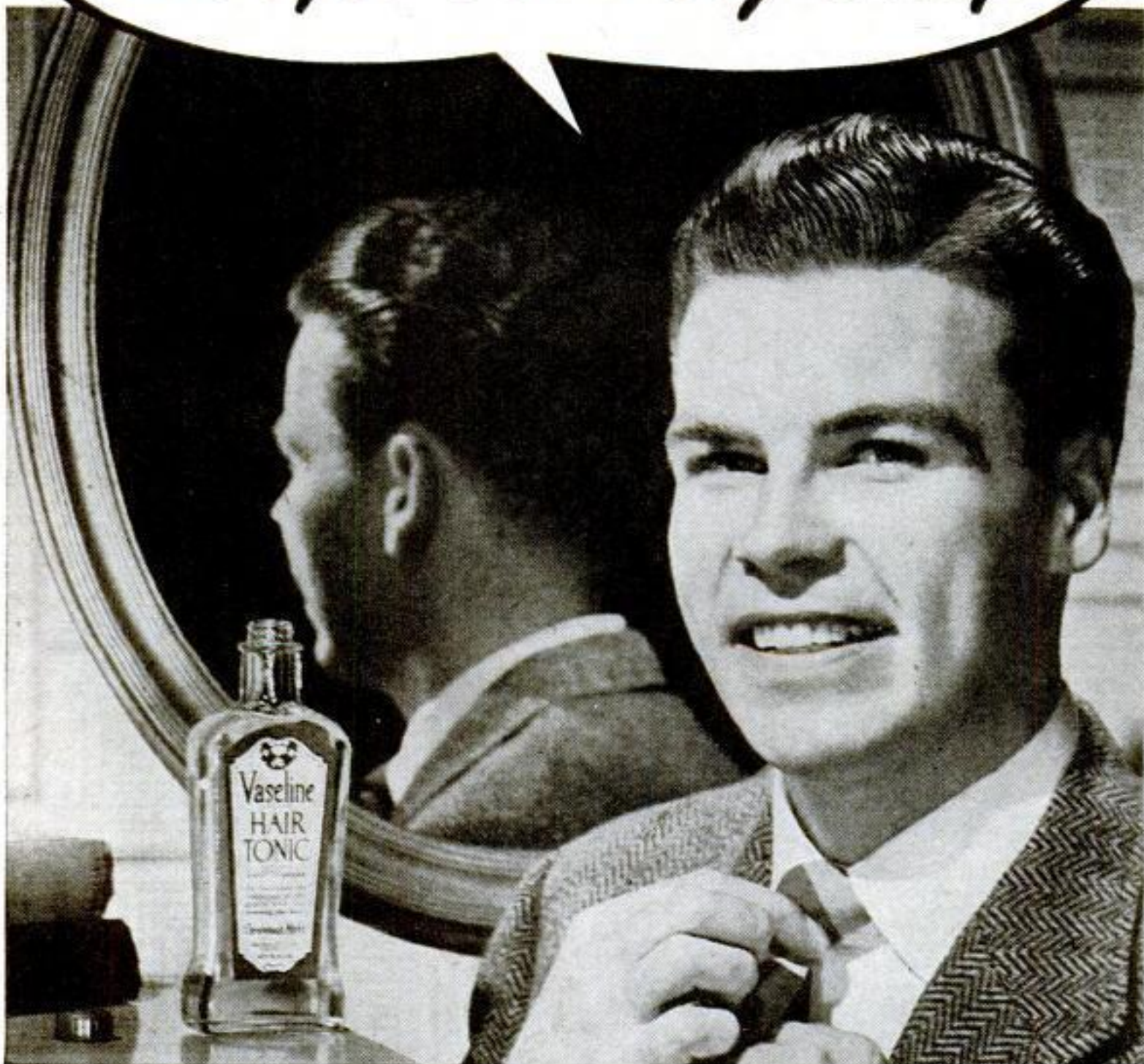
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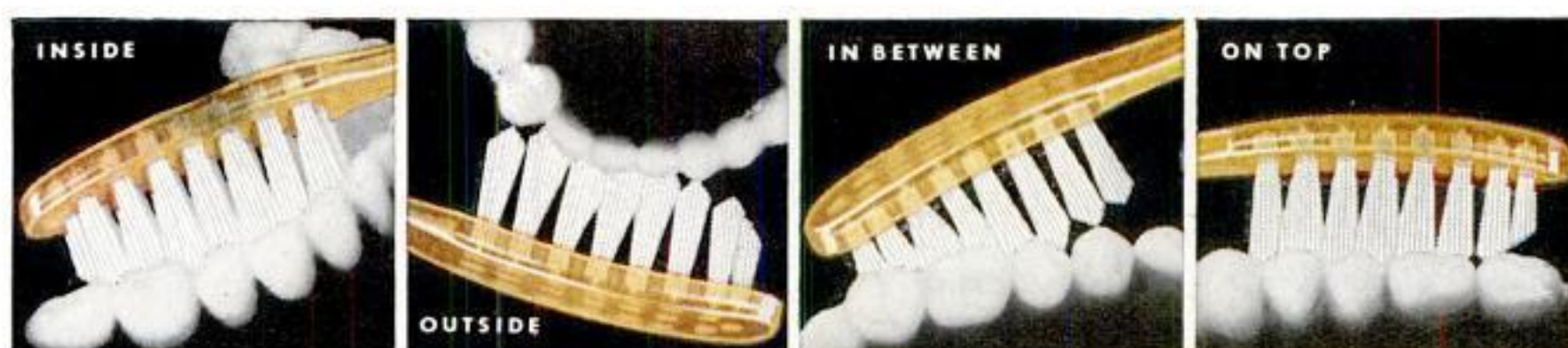
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LIFE'S COVER

Until seven months ago LIFE Cover Girl Karen Lewis, 19, was a stenographer taking dictation at 95 words a minute in the Navy Department, Washington, D.C. When her hairdresser suggested that she model, Karen came to New York City, found that she was considered too fat for fashion work. So she enrolled in a success school and unrolled 20 pounds in six weeks. Only by stern self-control does she manage to maintain the ideal 34-24-34-inch measurements which do full justice to her new bathing suit (designed by Cole of California). For other new bathing suits, see pages 68 to 74.

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$\frac{2}{3}$ cup Eagle Brand Sweetened Condensed Milk
 $\frac{1}{3}$ cup water
1 cup crushed strawberries
 $\frac{1}{4}$ cup sugar
1 cup chilled cream

Set refrigerator control at coldest point. Mix Eagle Brand Sweetened Condensed Milk and water. Add strawberries, sweetened with sugar. Chill. Add cream. Mix well. Freeze rapidly in freezing unit of refrigerator until half frozen. Scrape from freezing tray into chilled bowl. Beat until smooth but not melted. Replace in freezing unit. Before mixture is completely frozen, beat again until smooth. Finish freezing. Serves 5.



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WIN



WINNER PAK NO TAI PERFORMS AT BUSY

SPEAKING OF PICTURES

PLACE



RUNNER-UP KIM YIM BONG LOST BECAUSE



SEOUL INTERSECTION NEAR U.S. ARMY HEADQUARTERS. MAKES UP LACK OF WHISTLE BY PIROUETTING GRACEFULLY ON PLATFORM

... KOREAN TRAFFIC COPS SHOW FINE BALLET FORM AT WORK

In Korea the curious capers of the traffic cops on these pages are accepted with Oriental calm. Unlike New York's policemen (*next page*) Korea's are celebrated not so much for their ability with traffic or even for their sarcasm as for their grace. All three cops shown here perform at busy intersections in Seoul, Korea's capital and biggest city. Standing on small wooden platforms, they unfold a repertoire of ballet leaps and graceful gestures. These are necessary to impress country men who become dazed and confused in city traffic and need some-

thing spectacular in the way of signals to catch their eye. Fascinated U.S. occupation troops jam the curbs to watch the cops' antics. Recently the Seoul police department ran a contest to find the cop whose fancy hand- and footwork were most effective. First prize of 600 yen (\$12) went to Pak No Tai (*left and above*). Runner-up was Kim Yim Bong (*below, left*), whose white tennis shoes kept him from committing the serious blunder which befell Third Place Winner Lee Tong Wha (*below, right*), who performed with such zeal that he fell off his podium.



HIS STYLE WAS A LITTLE TOO DAINTY



LEE TONG WHA. IN SLIPPERY SHOES, OVERDOES HIS ACT AND TOPPLES OFF THE PLATFORM



PROVED!

Smoother, More Comfortable Shaves for 3 Men out of Every 4



No matter how tough your beard,
how tender your skin—
no matter how you shave—here's
actual proof of better shaves the
new, different Palmolive
Brushless Shave Cream Way!

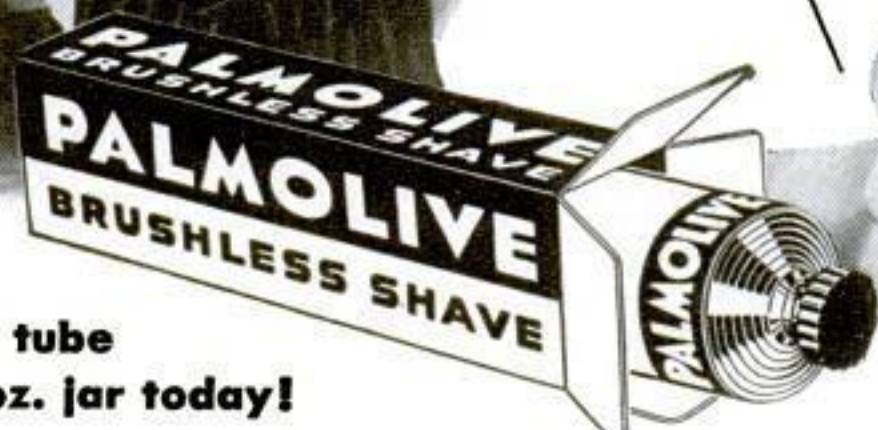
only PALMOLIVE BRUSHLESS SHAVE CREAM

Offers You This Proof!

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tried the new, different Palmolive
Brushless Shave Cream Way to
shave—and reported *amazing* re-
sults! Actually, 3 men out of every
4 tested reported smoother, more
comfortable shaves!

HERE'S ALL YOU DO: Wash your face
with soap and water! Rinse! Soap face
again. Do not rinse! Apply Palmolive
Brushless Shave Cream immediately,
smoothing it upward into your beard.
*In this way, you will get the full benefit
of Palmolive Brushless Shave Cream's
beard-conditioning effect! Then, shave
—and discover real shaving comfort!*

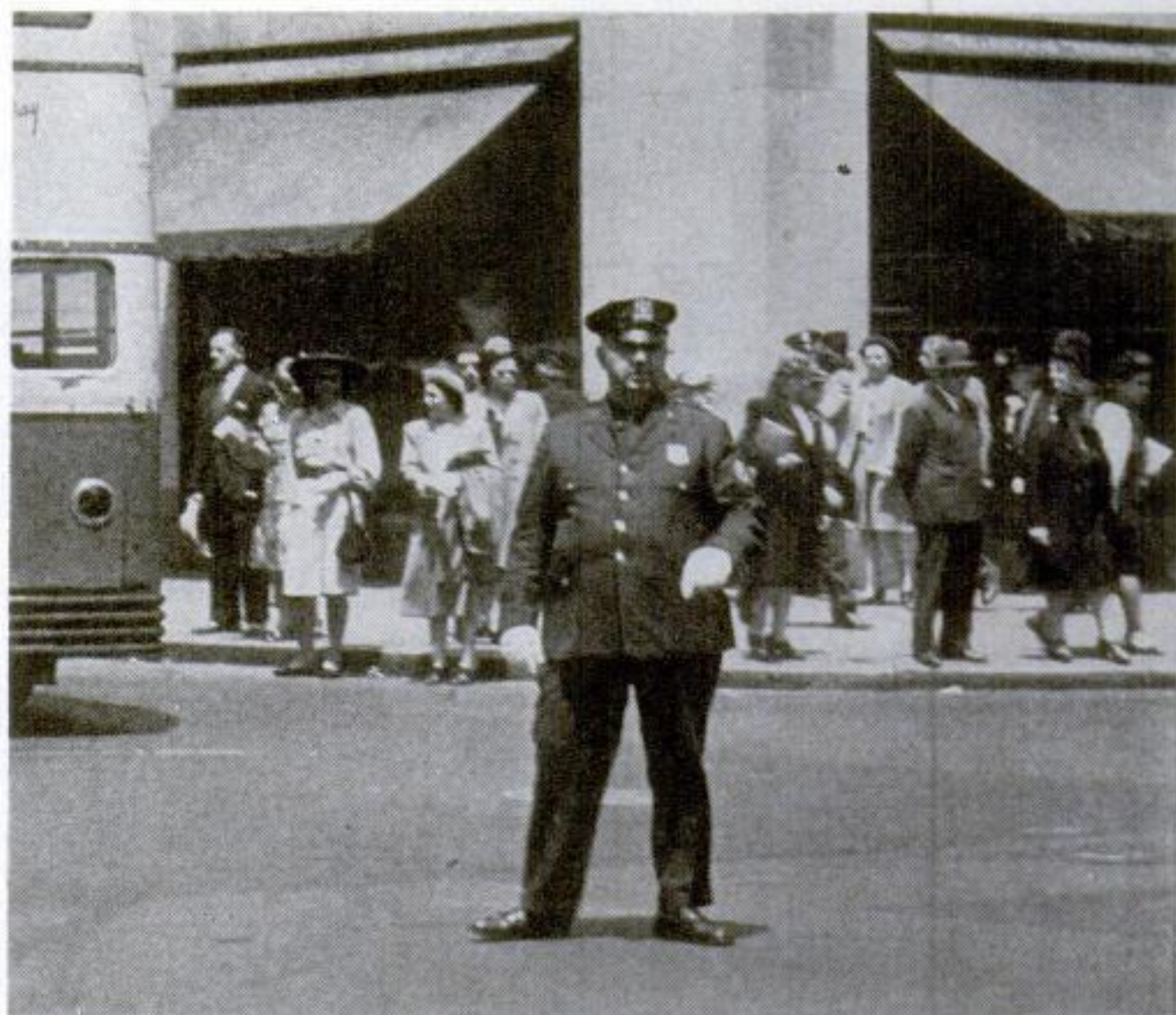
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More Comfortable
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Palmolive Brushless
Shave Cream
Way!*



Get a giant tube
or big 9-oz. jar today!

SPEAKING OF PICTURES CONTINUED

NEW YORK COPS ARE DIFFERENT



CONTRAST TO KOREAN COPS is offered by this well-nourished Manhat-
tan policeman, who controls all kinds of traffic with a minimum of effort. Firmly
rooted to the asphalt, he calmly points out position for left-turning driver (top),
raises thumb for "go ahead" (center) and lifts a limp palm (bottom) for "stop."

Guaranteed by the Makers of Mobilgas & Mobiloil

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More miles ahead of it—more care behind it!...the Mobil Tire has already been proved in millions of miles of use. Never has a tire made so many friends—so fast! What better assurance do you want of top value for your tire dollar!



And you get Mobil Tires right where you get Mobil-Care—at your friendly Mobilgas dealer's. Not only regular tire service but complete Mobil-Care to protect your entire car, reduce wear, save you money. Drive in today!

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PROCTER & GAMBLE PRESENTS

PRELL The New Radiant-Creme Shampoo in a Tube!



PRELL REMOVES DANDRUFF IN AS LITTLE AS 3 MINUTES!

LEAVES HAIR *Radiantly* **CLEAN** *Radiantly* **SMOOTH**



HERE'S WHAT THEY SAY ABOUT PRELL

DAD: That tube's so handy! Prell's just dandy! And a little goes so far!

MOTHER: No waste, no drip ... no spill or slip ... For youngsters it's a star!

BROTHER: And after Prell, I know all's well. My scalp feels *really* clean.

SISTER: You just can't hope—
—with *any* soap—For hair with such a sheen!

AUNTIE: It's *safe* they say, for every day—For my dry hair, it's swell!

ALL: Hair radiant, bright...no dandruff in sight, when we shampoo with Prell!

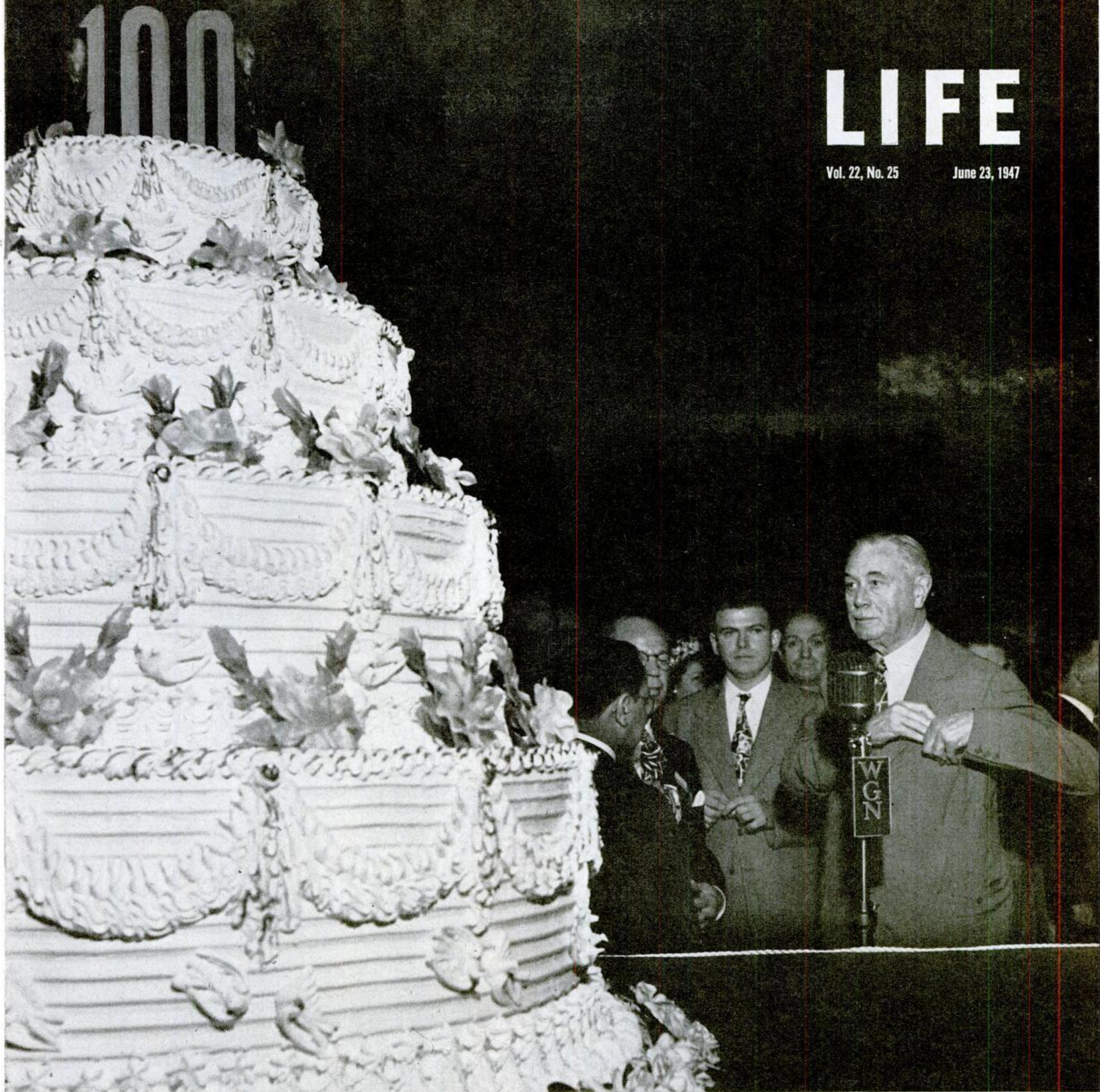
Prell is new—different! Prell is the new *kind* of shampoo—the wonderful emerald-clear Radiant-Creme shampoo that leaves your hair more gloriously radiant than any soap or soap shampoo ... and ... blessedly free from horrid, embarrassing dandruff. Yes, Prell contains an amazing patented cleansing ingredient—and **examinations by doctors** proved that Prell removes unsightly dandruff in as little as three minutes! Regular Prell shampoos even *control* this dandruff!

Your hair looks so radiantly *lovely* after a Prell shampoo, too ... smooth and shining, it's easy to set and to manage.

Get Prell today—it comes in a convenient tube ... no messy jars, no slippery bottles to break. Women, men, teen-agers and children *all* like Prell—the new *Radiant-Creme* shampoo!



ST. M. REG. U. S. PAT. OFF.



COLONEL ROBERT R. McCORMICK, CHICAGO "TRIBUNE" PUBLISHER, CRITICALLY EYES 5-FOOT CAKE SERVED AS A PART OF PAPER'S 100TH ANNIVERSARY SHINDIG

A NEWSPAPER CONGRATULATES ITSELF

Last week the newspaper that calls itself, inaccurately, "The World's Greatest" did its blaring, booming best to throw the Middle West into a high and super dither. The occasion was the Chicago *Tribune's* 100th anniversary.

As a sheer promotion stunt what the *Tribune* did in five feverish days and nights of self-felicitation was an uppcase WOW. Nevertheless Colonel Robert R. McCormick, the *Tribune's* lord and master, may in his secret heart have thought his underlings were skimping a little when they shot

off only 50,000 pounds of fireworks and borrowed only a dozen jet-propelled planes from the Army to attract the attention of the last dull inhabitant of "Chicagoland" to so great an event. For to Colonel McCormick, a man of monumental ego, it is almost beyond the capacity of those who dwell below his tower sanctum to comprehend the enormous importance of the *Tribune*.

The *Tribune* readers take a view somewhere between that of Colonel McCormick and that of the colonel's chosen enemies: England, Russia and the

U.S. east (to which he sometimes sends "foreign correspondents") and most things beyond "Chicagoland." Rare is the *Tribune* reader who does not like the *Tribune's* crisp, thorough reporting, its chatty columns and the famous comics which it sells to papers all over the country (*Dick Tracy*, *Gasoline Alley*, *The Gumps*, etc.). Rare also is the *Tribune* reader who mistakes these assets for true greatness. For he knows that the *Tribune* has been made into a worldwide symbol of reaction, isolation and prejudice by a man capable of real hate.



GARDEN PARTY is held at Cantigny, Colonel McCormick's home in Wheaton, Ill. Guests choose from buffet as replica of Tribune Tower in ice (foreground) melts. Only 350 office brass and court favorites were his guests.

PARTY FEATURES A CHORUS, BIRTHDAY CAKE, FIREWORKS, ALL "THE WORLD'S GREATEST"

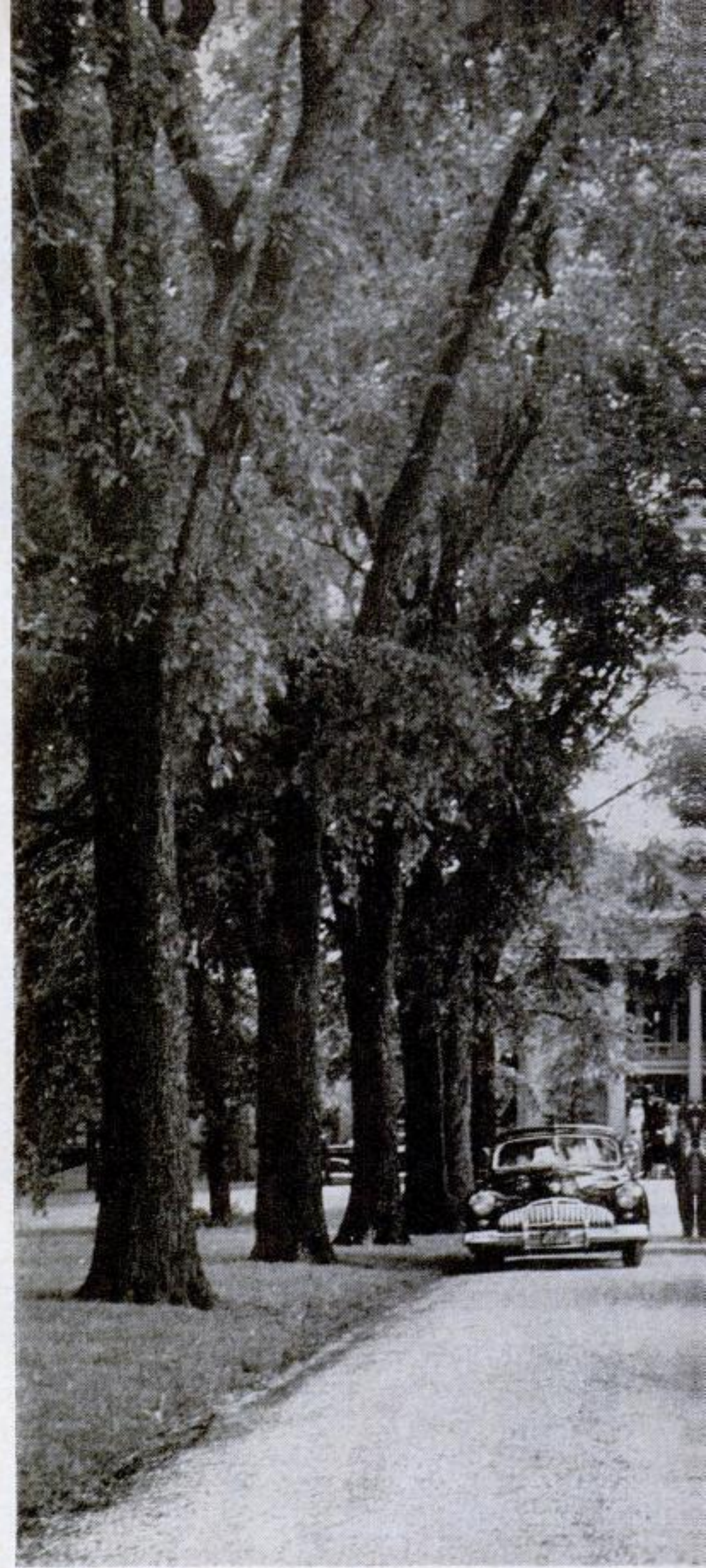
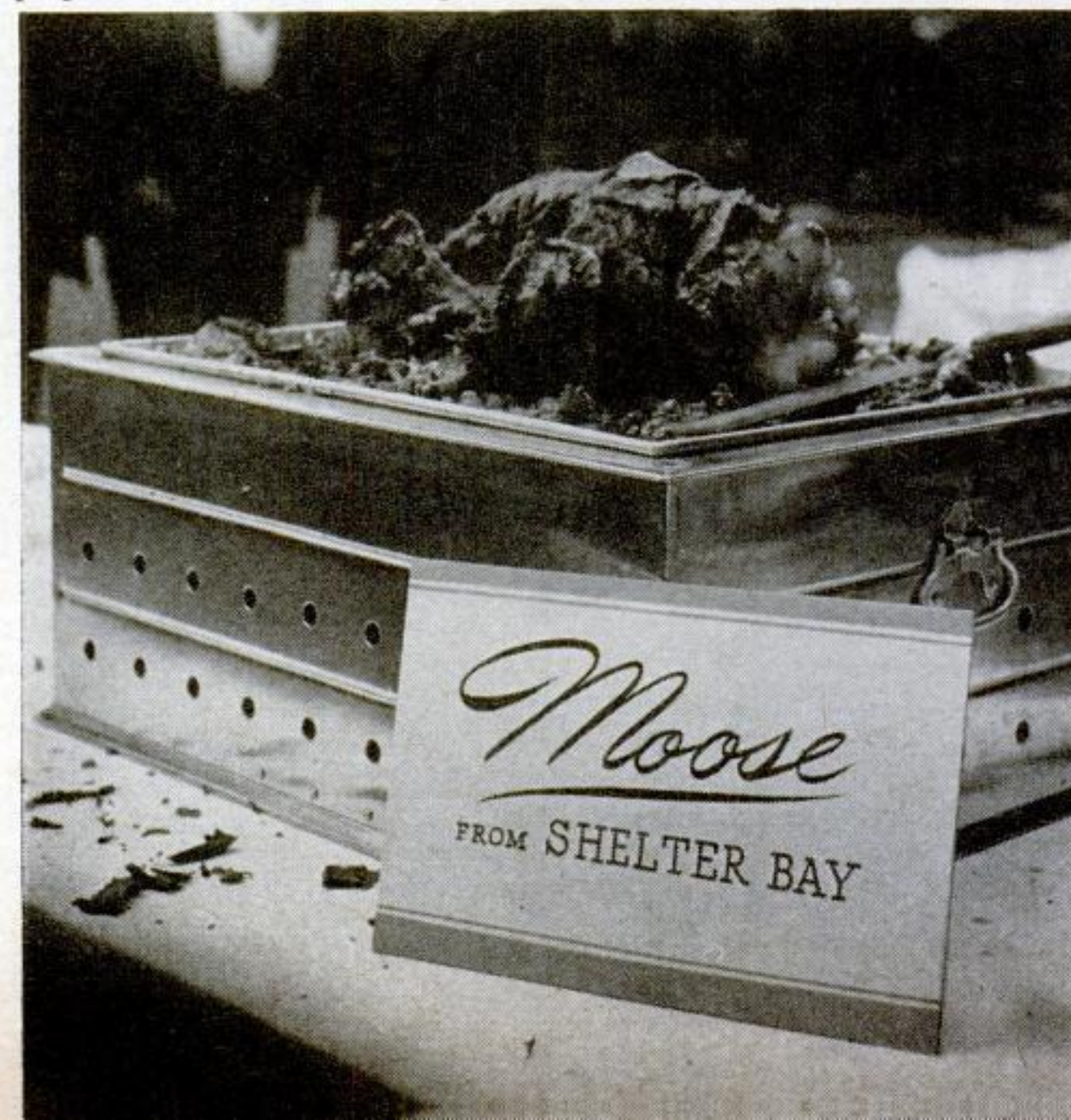
BIRTHDAY EDITION contained 82 pages. Copies of front page were sent to almost every country in the world.



The *Tribune's* birthday party began on Saturday night, June 7, with a reception in Medinah Temple for the newspaper's employes and friends. Central figure, as always, was ubiquitous Colonel McCormick, the paper's head ("and also the neck," as he said in an infrequent burst of humor).

The colonel had bought an hour on Mutual network to detail the paper's story. His own contribution was a discourse on American history: after the

MOOSE FROM CANADA, where *Tribune* owns big forest and newsprint properties, enriches dinner. Expense was not spared in such promotion stunts.



CANTIGNY, the impressive McCormick estate, easily accommodated on its broad, tree-lined avenue the new,

Revolution, New York and New England wanted to secede from the Union but were prevented by patriot troops. The Civil War was promoted by France and England. (There was no mention of slavery.) The U.S. was led into the war in 1941 by "a strange combination of pro-English New York millionaires and pro-Russian New York Communists."

With this off his chest the colonel next day gathered friends and public figures for buffet luncheon

HEIRESS APPARENT, Mrs. Peter "Bazy" Miller, views fireworks with





shiny cars in which the guests drove to the garden party. Party was on the second day of the five-day celebration.

at his country home, Cantigny (*above*), named for the battle in France in which he served for a day. In the evening some 3,500 out of 5,000 invited guests toured the *Tribune* plant, chatted with the paper's executives, consumed tiny sandwiches and *petits fours* with "100" inscribed on them and drank lemonade genteelly spiked with Rhine wine.

On Monday night came the big civic banquet at the Stevens, "the world's largest ballroom in the

colonel. She is the favorite niece and edits small Illinois paper as training.



HEDDA HOPPER'S HAT dominates the Monday banquet for 2,004. The others are (*left to right*) Mrs. Dwight

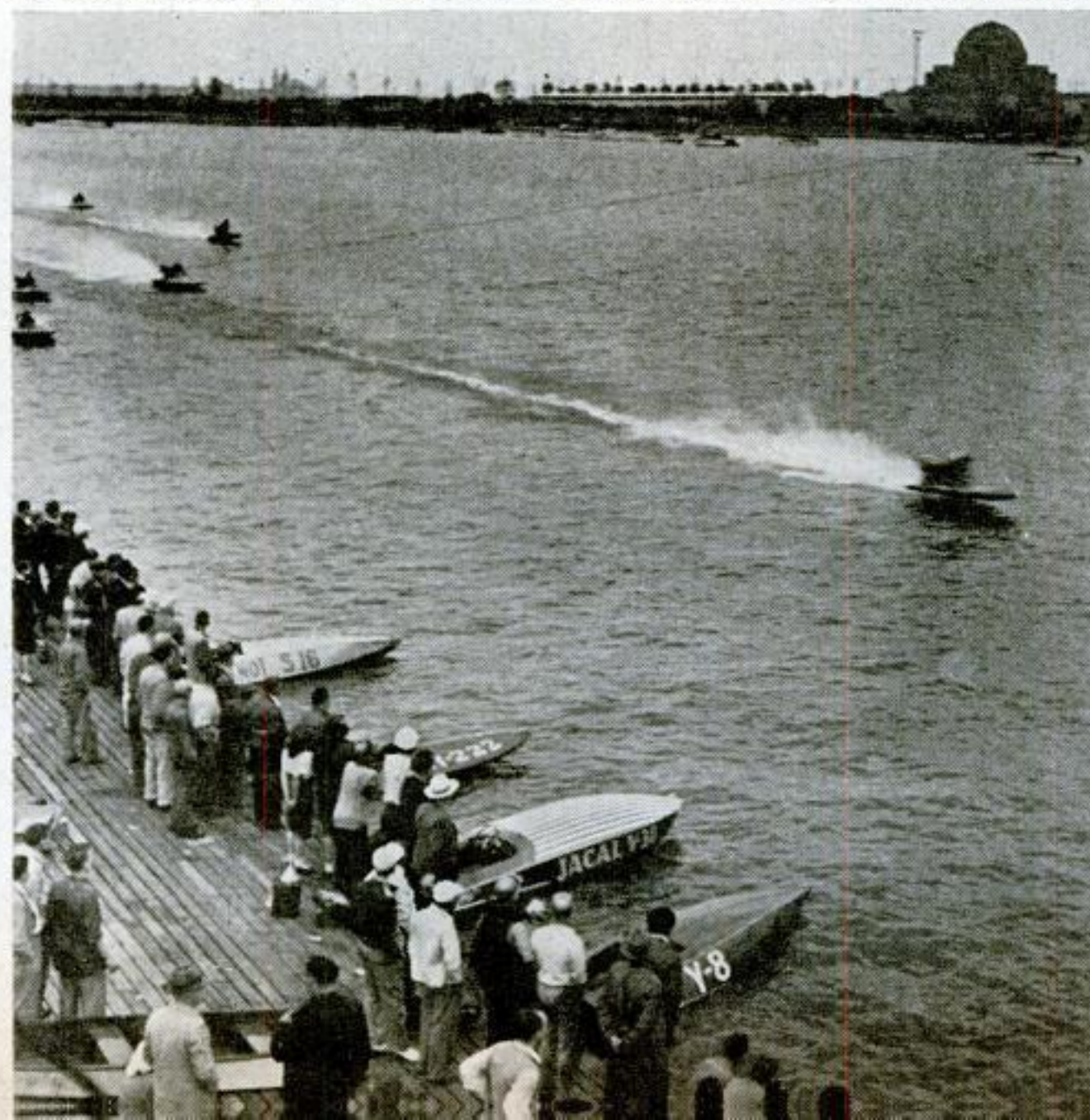
Green, the wife of the Governor of Illinois; Mrs. McCormick; Mrs. Ralph Gates, wife of the governor of Indiana.

world's largest hotel." As mayor, governor and senator paid their tributes, some of the 2,004 guests may have regarded it as the world's longest dinner.

The climactic event had been scheduled for Tuesday, the actual anniversary, but 35-mile-an-hour winds forced postponement until Wednesday. Then some 300,000 Chicagoans jammed Burnham Park to hear the world's largest chorus sing *Happy Birthday* and to see the "world's tallest outdoor display,"

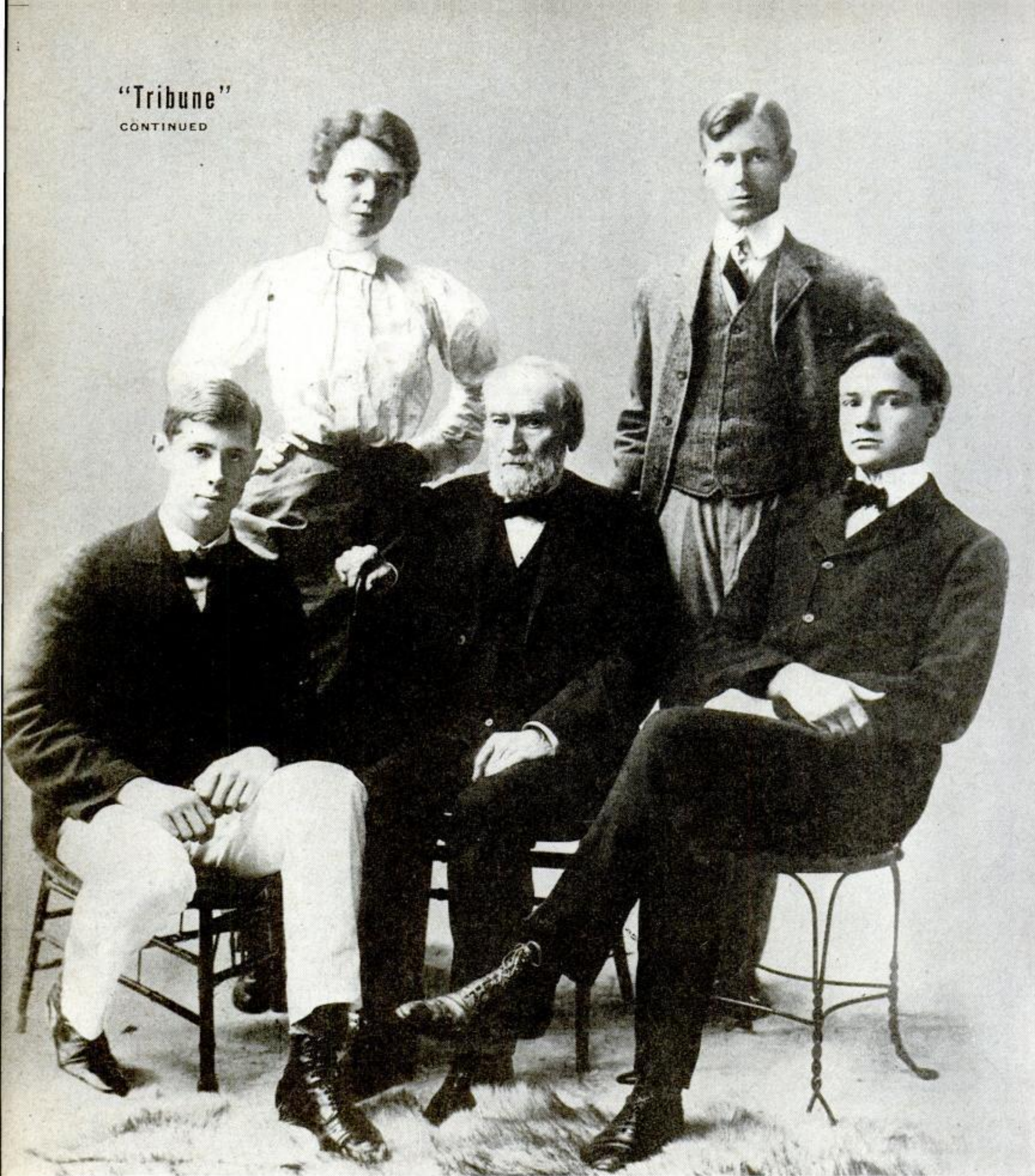
a gigantic birthday cake, surmounted by a replica of the Tribune Tower. Motorboats raced in the lake (*below, second from right*). Two girls slid down 110-foot wires, dangling by their teeth. P-80s flew over the colonel's head in a T-for-Tribune formation. To give it the final "pow," as they say in the *Tribune* comics, 50,000 pounds of pyrotechnics went up in what a *Tribune* executive called the "damnedest fireworks seen anywhere, anytime by anybody."

"SPILLS, THRILLS, CHILLS" marked spectacular outdoor events Wednesday. Speedboats roared by Burnham Park shore where 300,000 gathered.



MARION CLAIRE, \$20,000-a-year star of *Tribune's* Saturday-night radio show, was guest at Cantigny party.





THE DYNASTY started with the family group in the old photograph above. Grandfather Joseph Medill (center) reanimated *Chicago Tribune*. Granddaughter Cissie Patterson (standing, left) became publisher of *Washington Times-Herald*. Grandson Medill McCormick (standing, right) died in 1925. Grandson Robert R. McCormick (seated, left) took over the *Tribune*. Joseph M. Patterson (seated, right) founded the brash *New York Daily News*.

COLONEL'S CHAIN OF COMMAND on the *Tribune* poses with boss (below). Front row (left to right): City Editor (and Assistant Managing Editor) W. D. Maxwell; Advertising Manager Chesser M. Campbell; Managing Editor J. Loy Maloney; Colonel McCormick; Director of Circulation Louis H. Rose; Business Manager Elbert M. Antrim; Auditor and Controller J. Howard Wood. Behind them sit principal assistants. The colonel is a good payer.



AS IT SEES ITSELF, the *Tribune* is the great and constant defender of the Middle West. The enemy is the east.

OLD MEDILL STARTED IT, AND THE GRANDCHILDREN CARRIED ON FROM THERE

The *Tribune* was on the rocks 92 years ago when Joseph Medill bought an interest in it. Medill was a Scotch-Irishman, but he was raised in Ohio. One of the pioneers in the "personal journalism" of the 19th Century, he made the paper popular by championing the Midwest and plumping for Abraham Lincoln.

From Medill came an extraordinary journalistic family (left). Grandson "Bertie" has carried on the *Tribune* traditions with a fine news sense that held his readers and a lofty disregard for changing times that made him the butt of many cartoons in rival papers (below). Grandson Joseph M. Patterson built a breezy tabloid into the paper with the biggest circulation in America. Granddaughter Eleanor Patterson titillated Washington with a paper that the readers gobbled up. Although all three papers share a common belief in Grandfather Medill's personalized narrowness, the *Tribune*, with its dictatorial owner and his highly organized chain of command (left below), remains the perfect example of a one-man show.



COLONEL McCOSMIC, jibing cartoon in a series in the *Chicago Daily News*, pricks McCormick's balloon.



IN A BURST OF FIREWORKS over Chicago's lake front the *Tribune* winds up its birthday party. Against model of Tribune Tower in background, fireworks depicted the

Chicago fire of 1871, Hiroshima Bombing, Little Orphan Annie. This display, an ordinary shower of sparks, sprays over a profile of Lincoln (*right*), also done in fireworks.

SCIENCE: A MYSTERY STORY

THE MORE MAN STUDIES NATURE, THE MORE REASONS HE FINDS FOR BELIEVING IN GOD

As previously noted on this page, scientists are losing their confidence in science as a sufficient guide to life and are turning more and more to various kinds of religion. To those who doubt this and to all who wish to add a measure of seriousness to their summer's reading, from a recent spate of important books we offer a brief sampling of what might be called the philosophical state of science. The beliefs of scientists differ greatly, even in the same branches. You can still get such opposite statements as "There can be no conflict between science and religions," that of A. H. Compton (1946), and "There can be no truce between science and religion," that of J. B. S. Haldane (1923). Nevertheless there is a marked trend, led by the physicists, toward believing that at the heart of reality there is mystery. How far will the trend go?

Miracles at Lake George

In Darwin's time most scientists were determinists. That is, they believed that every event had a cause and that if all the causes were known (and they probably someday would be known) everything could be predicted. But the physical footing for this belief has been whittled away ever since Clerk Maxwell's discoveries in the 1860s about the nature of gases. He found that although he could predict how gases in volume would behave under heat, pressure, etc., he could *not* predict how any given molecule of the gas would behave. His laws were based on the statistical average behavior of the molecules, each one of which was and still is apparently governed by chance, will or mystery. Other physical laws, notably the quantum theory (1901), likewise depend on this average of many results, with many individual deviations which cannot be predicted or explained. Although these statistically based laws are useful, their deviations have led more and more physicists (Millikan, Schrödinger, Langmuir, Compton *et al.*) to abandon strict determinism and, in the case of Schrödinger, to denounce even the inherited "custom . . . of thinking causally."

One of the exceptions to this trend is Einstein, who has declared that the idea of free will is "objectionable nonsense." But as Jerome Frank has demonstrated in his *Fate and Freedom*, it is Einstein who has made a stubborn religion of determinism while other scientists have moved on to a less certain feeling about the unknown. Langmuir, for example, reports a whole series of seeming miracles under the name of "divergent phenomena," cases of revolt against the statistical average. "At a camp at Lake George, in winter, I have often found that a pail of water is unfrozen in the morning after being in a room far below freezing but it suddenly turns to slush upon being lifted from the floor." No wonder Professor W. E. Hocking can say that modern physics carries "a fixed burden of irrationality." Another way of putting it is that physics, since it began to deal in molecules, atoms, electrons and even less tangible entities, has become more and more abstract; it has left the real world behind and is at its frontiers accessible only to the mathematicians. An electric eel

still "knows" more about what electricity is than a physicist. Still less does the physicist, though his abstractions have split the atom, know what kind of force (it is neither electrical nor gravitational) keeps the insides of an atom in place.

Turning to the science of life, we find the biologists in a similar state of wonder. They progress only to confront new mysteries, such as the awesome power and complexity of genes. They have no better explanation for this than the frankly metaphysical ideas of Strömberg (*The Soul of the Universe*), who finds immaterial "genii" bringing all matter into consonance with its own life forms. And from genii he finds it an easy step to a Cosmic Consciousness directing us all.

Two recent popular books by respectable scientists who find religion in nature are *Man Does Not Stand Alone*, by A. Cressy Morrison, and *Human Destiny*, by Lecomte du Noüy. The latter, a biologist, brings to the Book of Genesis some insights which would have startled and refreshed both Darrow and Bryan. But his notion of "telefinality," which seems to confuse God with posterity, is a good deal more primitive than the discipline from which he derives it. To him as to many another deity-deducing scientist, one feels like saying, "if you want to know about God, why not study theology? That's a science too."

The Arrivistes

There is one class of scientists, however, who have not even achieved the rudimentary grace of self-doubt. They are those newcomers to the scientific method, the psychologists and sociologists. To them the only mystery is why mankind does not place itself utterly in science's hands. They are the stronghold of "scientism," the primitive belief that science is our only hope.

They argue their case quite winningly; for example Sociologist George Lundberg in his *Can Science Save Us?* (his answer: yes). In his saved world there would even be room for religion—a religion, that is, whose "esthetic and recreational aspects might be expected greatly to increase" (its religious aspect presumably diminishing in proportion). Rousseau was franker and showed a better understanding of religion when he wanted to banish Christians from his ideal state because their true citizenship lay elsewhere.

The psychiatrists are as frank as Rousseau. Dr. G. B. Chisholm, a respected and grave (not to say reckless) Canadian, is on record that only a revolution in the mind, led by psychiatrists, can save man from atomic self-destruction. To make this revolution he proposes to eradicate a notion which he finds at the bottom of all human troubles, namely "morality, the concept of right and wrong." Dr. Chisholm's proposal has the merit of being as bold as the human situation is desperate, but it loses altitude rapidly when he goes into detail. He would start by uprooting Santa Claus, who he thinks has done incalculable harm. Here is a reminder that the social and human sciences are not yet ready to make general prescriptions. As Lundberg

confesses, "There is almost nothing that could be called fundamental research into the basic nature of human relations"; sociologists are still "in the Stone Age of their science." Yet while some of them sweat in laboratories to create the science in whose future they believe, too many of them rush to the platform, like Huxleys without a Darwin, and stake out arrogant philosophical claims.

If they are going to philosophize, they might well consult a philosopher, W. E. Hocking, who (in *Science and the Idea of God*) shows why neither psychiatry nor sociology can fulfill their curative role without religion. "There is no cure for mental diseases without consulting the total meaning of the world. . . . A man's religion . . . must finish what psychoanalysis begins." Of practicing psychiatrists, Jung at least (*Psychology and Religion*) will confirm this fact. As for the sociologists, although most of them profess a kind of humanism, no sociological data can "sustain the notion of human 'brotherhood.'" It requires "a truth about the world"—i.e., an idea of God—to do that.

News from the Sky

Since belief in God is the only source of values man is sure of, it is a peculiarly bad time for these newer sciences to ask us to suspend that belief while they experiment. Especially so because even as they try to keep God out of science's back door, the natural scientists are welcoming Him in at the front.

In California they are polishing the big 200-inch telescope that will concentrate on Mt. Palomar news of the universe from one billion light years away, multiplying the area of man-seen space by eight. Some astronomers hope this will tell them once and for all whether the universe is finite or infinite. Here is a moral certainty: it won't. It will increase our knowledge of the universe and by that act raise as many mysteries as it solves. Whether we live in an expanding or a throbbing universe, there is *no end* to the discoveries of science. The astronomer Zwicky calls this "the postulate of the inexhaustibility of the aspects of nature." It is one more reason why, in Hocking's words, "faithful observation [of nature] tends to become reverent observation." Reverence and faith are supposed to be childlike qualities, but science's increasing mystery has compelled them in the highest reaches of the deepest minds.

PICTURE OF THE WEEK: ➔

For 14 days this month New York City's subways slowed down to a frustrating crawl. The reason: bejeweled Michael J. Quill, Transport Workers Communist-line boss who is one of the nation's scrappiest union leaders. But one of the few New Yorkers tougher than Quill is hard-bitten Charles P. Gross, chairman of New York's Board of Transportation and retired Army general. So when Quill met Gross across a conference table for the first time, the general's cold lecture had its desired effect, not only in the startled faces of Quill and his lieutenants (*opposite*) but also in the subways. Next day the union, evidently feeling that the sword was mightier than the Quill, started normal subway schedules again.



Looking like naughty boys caught at a cookie jar, "Red Mike" Quill (right) and two union underlings are scolded for staging a New York subway slowdown

NEW YORK DAILY MIRROR



STATION WORKERS swing shut heavy iron gates at the Gare d'Austerlitz to keep out passengers. Many trains

for the south of France leave from this station. Only the Simplon-Orient trans-European express kept to schedule.

FRENCH STRIKE

Railway workers win compromise raise and Premier wins new test of strength

Last week Socialist Premier Paul Ramadier won a major (if temporary) victory in his fight to keep France on a middle road between Right and Left. Ramadier compromised with the wage demands of workers of France's nationalized railroads, ending a six-day nationwide strike that emptied the great marshaling yards (*opposite*) and was grinding the entire economy to a halt.

The strike began June 6 after the government had refused union proposals for wage increases totaling \$100 million. It fanned out quickly from the Paris area, where workers slammed the gates of passenger stations (*left*) to all of France. Every available truck was pressed into emergency service. Air France added flights. But Frenchmen were trapped. Campers pitched tents outside railway stations. Thousands wailed that this time chaos had come.

If the strike had been political rather than economic, Ramadier might not have averted chaos—and a violent political upheaval. But despite Communist leadership, railway workers themselves were more interested in money than in power. Since liberation the *cheminots* had restored France's 24,000 miles of rails and her blasted bridges and stations. They had worked hard, yet with the franc inflated sky high, many were not receiving a living wage.

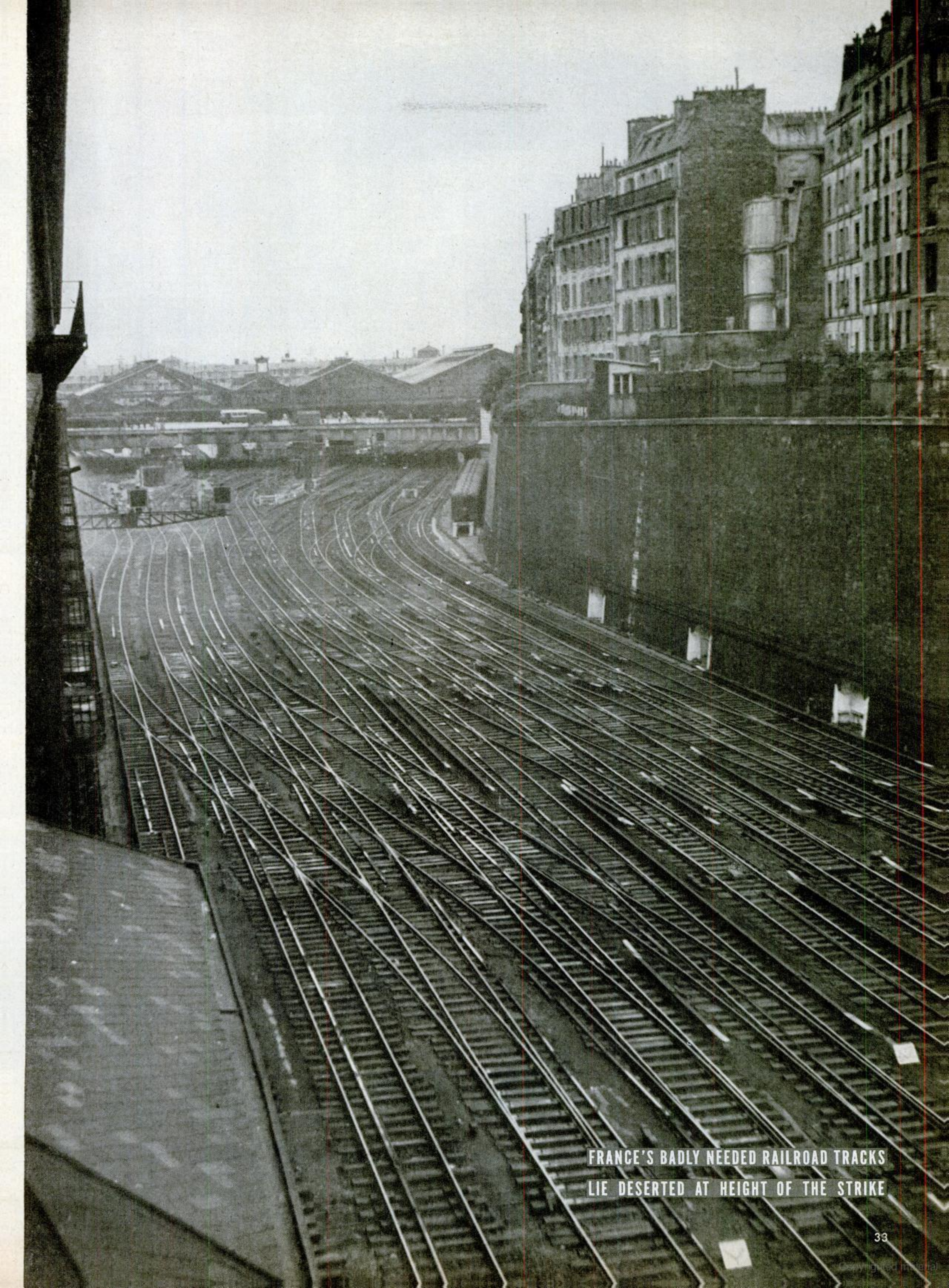
Ramadier's solution (wage boosts in excess of \$80 million) held no permanent guarantee of security. The strike was a foretaste of what the Communists might achieve if they decided to combine economic and political weapons. But at least for the moment Ramadier's defenses had held. Both the Communists and General Charles de Gaulle, who is said to believe that chaos is a necessary condition to his return to power, were still on the outside looking in.



TRUCKS WERE SOUGHT by desperate travelers after the strike began. This vehicle is being loaded for the long, backbreaking ride to Marseille, a distance of some 600 miles



SVELTE STRANDEE was this young woman, caught with all of her baggage at Paris' Gare du Maine. In background are striking *cheminots* who watch closely but do not work.



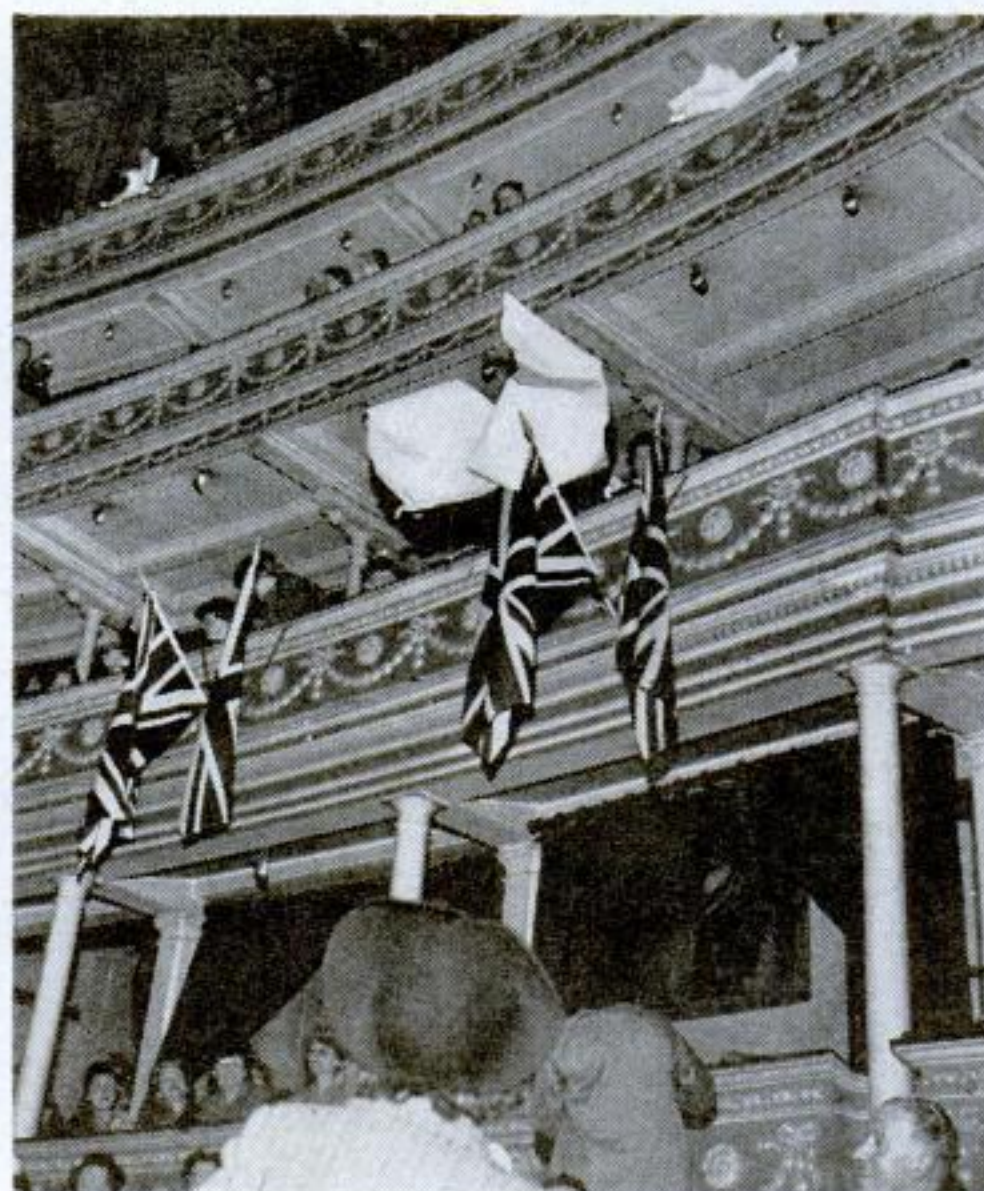
FRANCE'S BADLY NEEDED RAILROAD TRACKS
LIE DESERTED AT HEIGHT OF THE STRIKE



WOMEN FROM 200 BRANCHES OF BRITISH HOUSEWIVES' LEAGUE HEAR SPEECH IN ALBERT HALL. A FEW MINUTES LATER ORGANIZED HECKLERS DISRUPTED MEETING



WORKER'S WIFE shouts through wild chorus of boos. League Boss Dorothy Crisp is at the right in flowered hat.



COMMUNIST SIGNS are sent flying by furious wives. This large one had proclaimed, "Stop Luxury Building."



HOUSEWIVES AND HECKLERS square off across one corner of Albert Hall balcony. Although the league was



FOUNDER OF THE LEAGUE IS MRS. IRENE LOVELOCK

EMBATTLED BRITONS

British ladies, young and old, turn Albert Hall into an arena

A small, earnest, gray-haired lady named Irene Lovelock (*above*), the wife of an obscure British vicar, got good and mad back in June of 1945. Looking at tired mothers in endless shopping queues, she decided woman's lot is hard but not hopeless. Mrs. Lovelock called an indignation meeting.

The growing British Housewives' League has been heckling the government ever since. A fortnight ago at staid Albert Hall in London, 3,000 angry wives from all over Britain met (*left*) to denounce Laborites Emanuel Shinwell and John Strachey—"the ministers of no power and no food."

Led by an ambitious organizer named Dorothy Crisp (Mrs. Lovelock has been kicked upstairs), the ladies had just begun to blister Strachey and Shinwell when the counterattack occurred. Communist hecklers appeared on the scene, shouted taunts and finally poured water from the balconies. The wives fought back with bags, pocketbooks and umbrellas. Nobody won but it was an impressive brawl while it lasted. Said Minister Shinwell impiously, "Lord forgive them, for they know not what they do."



WHITE-HAIRED WIVES TRAP A YELLING GIRL COMMUNIST LEADER AND BEAT HER WITH THEIR HANDBAGS



organized as innocent protest, it since has been accused of some fascist tendencies and a faint flavor of anti-Semitism.



WATER-SPLASHED WOMEN mill angrily after balcony Reds emptied buckets over rails as climax to heckling.



ONE LONE COP tries to bring semblance of order. Here he remonstrates with leaguer for hair-pulling and hitting.



JOSEPHINE BAKER, NOW MME. JO BOUILLON, TASTES A SPECIAL TONGUE-SEARING SOUP THAT IS SUPPOSED TO "GET THE HONEYMOON OFF TO A FLYING START"

BOUILLON-BAKER

Famous Negro songstress puts on clothes and marries a bandleader

On June 3, in southern France, Negro Singer Josephine Baker was married to her French bandleader, Jo Bouillon. The bride's wedding gown did not arrive from Paris in time, but she wore a blue frock that was simple despite its deeply plunging neckline. The Bouillon-Baker wedding, complete with a special love brew (*above*) donated by the village blacksmith, was gay but genteel.

This was not the old Josephine, the St. Louis washwoman's daughter who stampeded the audi-

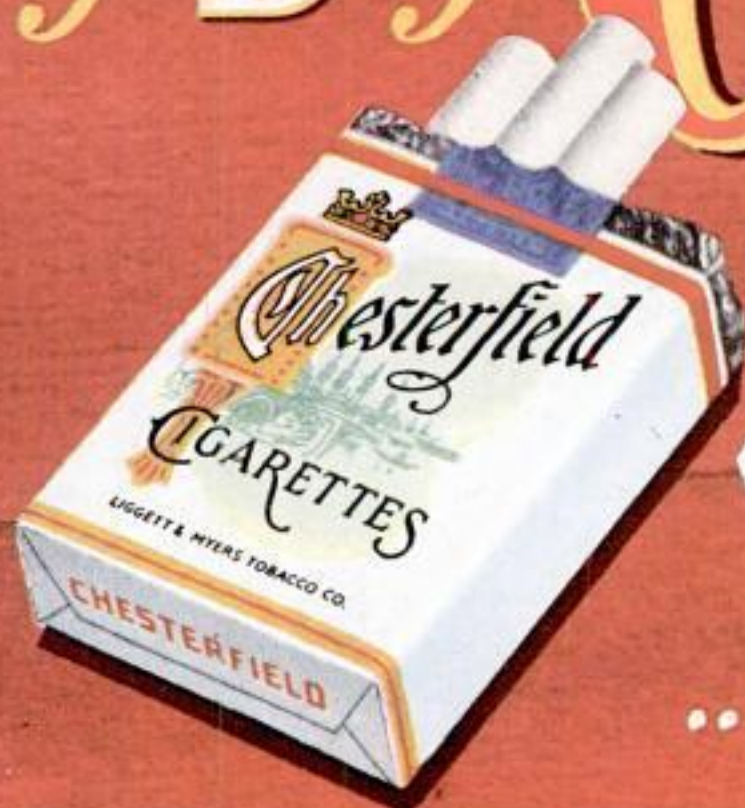
ence in Paris' *Folies-Bergère* with her torchy songs and her G-string made of bananas. For 15 years she was the toast of Europe. She bought a 12th Century French chateau, became a voluntary exile from the U.S. except for one brief—and unsuccessful—return. During World War II she served as an auxiliary lieutenant in the French air force and entertained American troops in Africa. But the new Mme. Bouillon is a sedate woman of 40. Husband Jo is her third. Like her second he is white.

*W*ITH THE TOP
HOLLYWOOD STARS
CHESTERFIELD
IS THE BIG
FAVORITE

Gregory Peck

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DAVID O. SELZNICK'S
"DUEL IN THE SUN"

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Always Buy **CHESTERFIELD**



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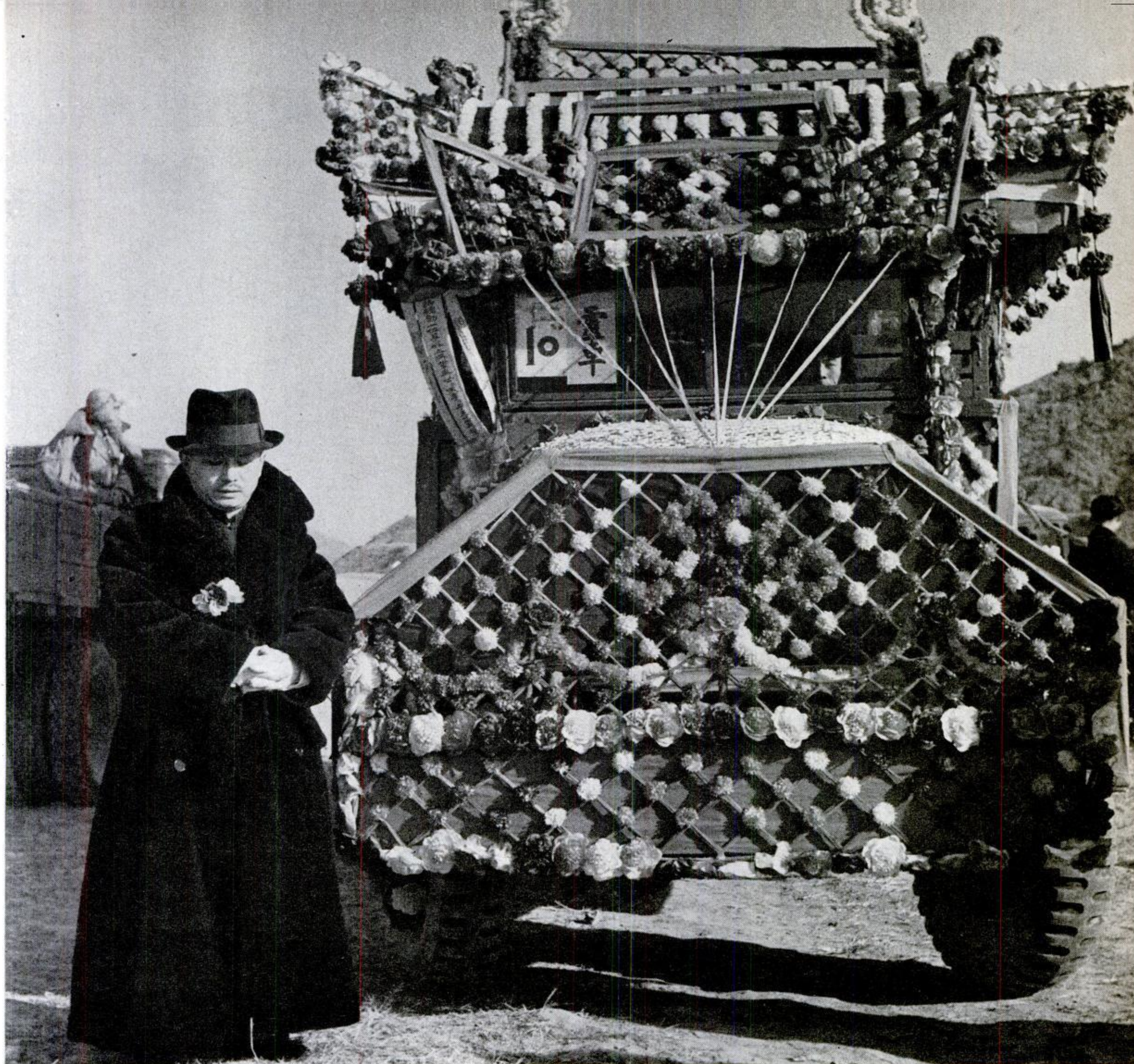


FIRST OF ALL - FOR FLAVOR!

In a drink, flavor comes first! And your first drink of Paul Jones will tell you that here indeed is truly mellow, full-bodied flavor. Paul Jones, you see, is made the slow, old-fashioned way. That's why—in a drink—it tastes so especially rich and hearty.

*Fine Blended Whiskey. 86 Proof. 72½% grain neutral spirits.
Frankfort Distillers Corporation, New York City.*

Paul Jones
FIRST OF ALL... FOR FLAVOR!



AT HIS FATHER'S SECOND FUNERAL WU TAO-SHIH STANDS SADLY BY THE CATAFALQUE—AN AMERICAN 2½-TON TRUCK DECORATED WITH LATTICEWORK OF FLOWERS

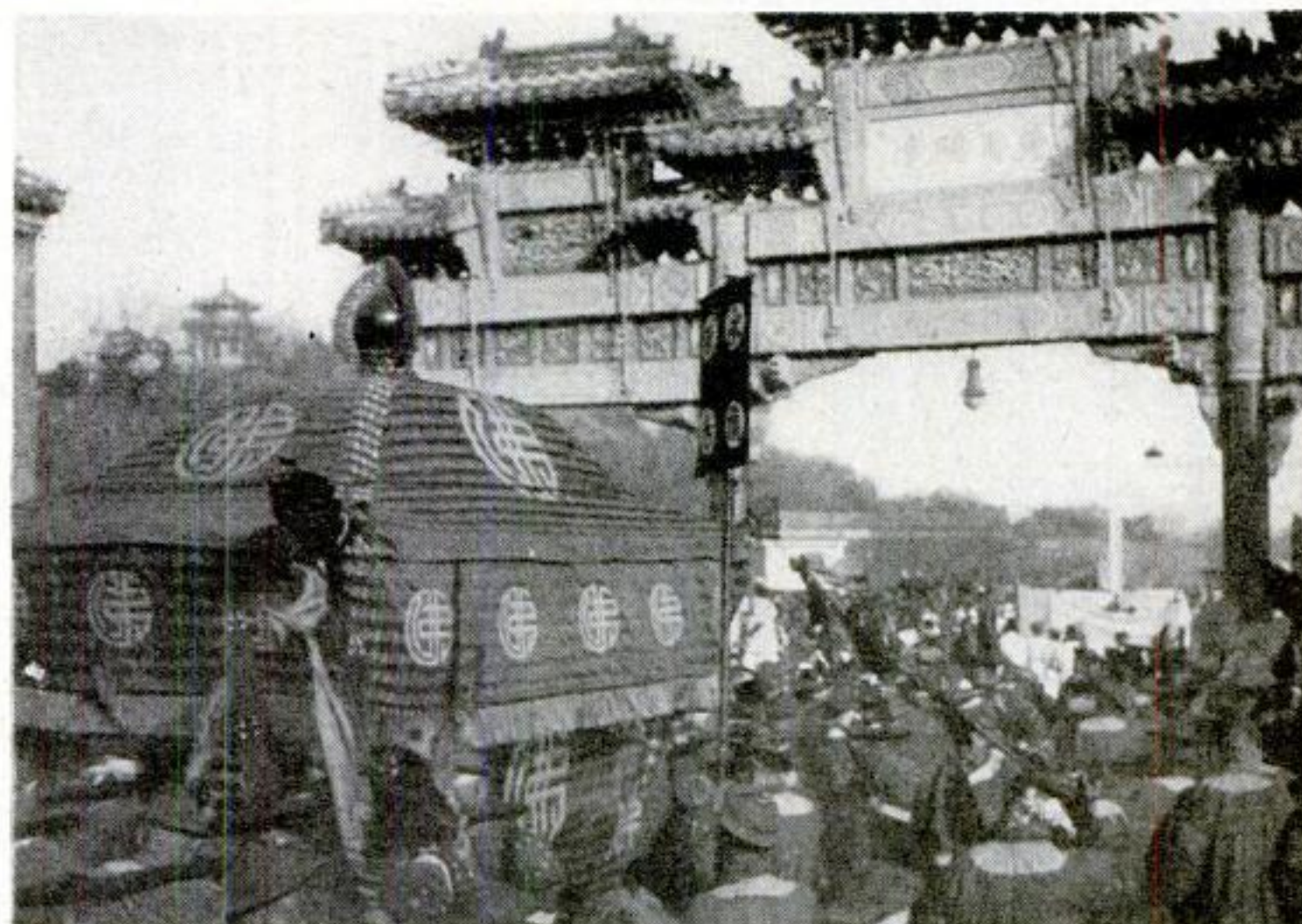
WU'S SECOND FUNERAL

China's honest warlord finally gets a state burial



MARSHAL WU PEI-FU

Old Warlord Wu Pei-fu was an honest man. Although between 1918 and 1927 he was intermittently the strongest power in China, he never accepted a bribe. Then, partly through the treachery of one of his men, Wu was beaten by Chiang Kai-shek. He retired to Peiping to paint flowers. In 1937 the Japanese arrived and offered to set him up as puppet governor. He refused. The Japanese threatened to kill him. Again he refused. Then it was announced that Wu had died "of a toothache." The Japanese permitted his friends to hold a great funeral (*right*). Last winter, when the Japanese were gone and there was time to honor him in a state ceremony untainted by the presence of an enemy, Wu was disinterred, placed in another catafalque (*above*) and buried again. Last week these pictures of Marshal Wu's final interment reached the U.S.



FIRST FUNERAL seven years ago (*LIFE*, March 4, 1940) was attended by mourning crowds of Chinese under impression that it would be Marshal Wu's final appearance.



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CORNERS STOPPED

Instant Relief




NEVER wait! Promptly protect sore toes from tight shoes with Dr. Scholl's Zino-pads. You'll have instant relief and stop corns *before* they can develop. But—if you have corns, callouses or bunions—these thin, soft, soothing, cushioning, protective pads will stop painful shoe friction and lift pressure—*instantly*. Apply Dr. Scholl's Zino-pads wherever shoes painfully rub or press, and your discomfort will speedily be gone—forgotten.

QUICKLY REMOVE CORNS, CALLOUSES

You'll marvel, too, how Dr. Scholl's Zino-pads quickly remove corns or callouses when used with the separate little *Medications* included. Cost but a trifle. At Drug, Shoe, Department Stores and Toiletry Counters.

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MADE IN 4 SPECIAL SIZES AND SHAPES

CALLUSES

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SOFT CORNS BETWEEN TOES

*Trade Mark Reg. U.S. Pat. Off.

HAVE YOU ANY OTHER COMMON FOOT TROUBLE?

Remember—there is a Dr. Scholl Foot Comfort* Remedy, Arch Support or Appliance for quickly relieving it. Get the one you need at your dealer's today. Its cost is very small. Insist on Dr. Scholl's. For FREE Foot Booklet, write Dr. Scholl's, Inc., Chicago 10, Illinois.

FALLEN ARCHES

Dr. Scholl's Foot-Eazer and exercise relieves tired, aching feet and legs, due to weak or fallen arches and flatfoot. \$4.50 pair.



ATHLETE'S FOOT

Dr. Scholl's Solvex relieves itching, kills fungi it contacts, aids healing of red, raw, cracked skin. (Liquid, Powder or Ointment). 50¢.



TENDER FEET

Dr. Scholl's Foot Powder relieves tender, chafed, hot, perspiring feet. Eases new or tight shoes, helps prevent Athlete's Foot. 35¢.



PAIN HERE?

Dr. Scholl's LuPad relieves pain, callouses, burning at ball of foot. Loops over forepart of foot. Feather-light, washable. \$1 pair.



HOT, TIRED FEET

Dr. Scholl's Foot Balm relieves tired, aching, hot feet, due to exertion or fatigue. Very soothing, refreshing, comforting. 35¢.



BUNIONS

Dr. Scholl's Bunion Reducer of soft rubber, relieves painful shoe pressure, helps preserve shape of shoe and hide the bulge. 75¢ each.



Dr. Scholl's *Foot Comfort**
REMEDIES • ARCH SUPPORTS

Wu's Second Funeral CONTINUED

FRIENDS HELD FIRST FUNERAL



CARDBOARD SOLDIERS followed Wu to grave in funeral given by friends in 1940. Dummies were burned to serve in heaven if his spirit should need them.



IMITATION MONEY strung on long rope was carried by mourner in hope that it would buy peace for Marshal Wu if hostile gods or devils disturbed him.



PRIVATE THEATER of cardboard was also burned. As Buddhists, Wu's friends were fairly sure there was no heaven. But they were taking no chances.

CONTINUED ON PAGE 42



The United Nations meet every time I mix a prescription!

● Imagine me, old Doc Clark, talking about nations meeting inside my prescription mortar. But, it's true, if you look at it this way.

The drugs that I use to make up your medicines come from 102 different nations. Fact is, I couldn't fill your prescriptions without these products from other countries.

That's the reason I get sort of riled up at people who say we don't need World Trade.

Here's the way I figure it... and I think the same goes for you whether you're working in a factory... or selling cars... or cutting hair.

I spend a share of my money right here in my

neighborhood... for shoes and shirts and a movie now and then. That helps make jobs here.

But, another share goes to the big drug manufacturers in New York and Chicago and San Francisco. They pay their workers and then send a slice on to India, China, Italy and other countries to pay for the materials sent them.

This puts money in the hands of foreign workers and farmers. It permits them to buy...and pay for...the things they need from us...machines and foods and radios and cars.

Being a business man myself, I can't help but recognize the value of this two-way trading. From

my side of the counter, it's easy to see that the more we buy from other countries the more they *can* buy from us.

The more they buy, the more profits we'll make and the more jobs we'll have.

Another thing that's mighty important now while we're trying to win the peace...

When you do business with folks, it pays to be friends with them... and it pays them to be friends with you. *Friendship's good business.*

★ ★ ★

Yes, I think I'm right when I say...the United Nations meet every time I mix a prescription.

Part of Every Dollar You Get Comes From World Trade!



This message is contributed as a Public Service by
the makers of

IPANA TOOTH PASTE





As a single Heat-Treated tumbler falls, *bounces*, stroboscopic photograph catches 23 images.

"SEE that tumbler bounce!"

● Saved by a "bounce," eh, cherub? And you're wondering why it didn't break? That's one of those Libbey Heat-Treated tumblers—*extra-hardened* to take knocks and falls. Even quick hot-cold changes won't break it.

And take a good look at that rim. It's guaranteed: "you get a new glass if the Safedge ever chips." Do these "bounce" tumblers ever break? Yes, sometimes. But they *DO last 3 to 5 times longer* than ordinary tumblers!



LIBBEY HEAT-TREATED TUMBLERS

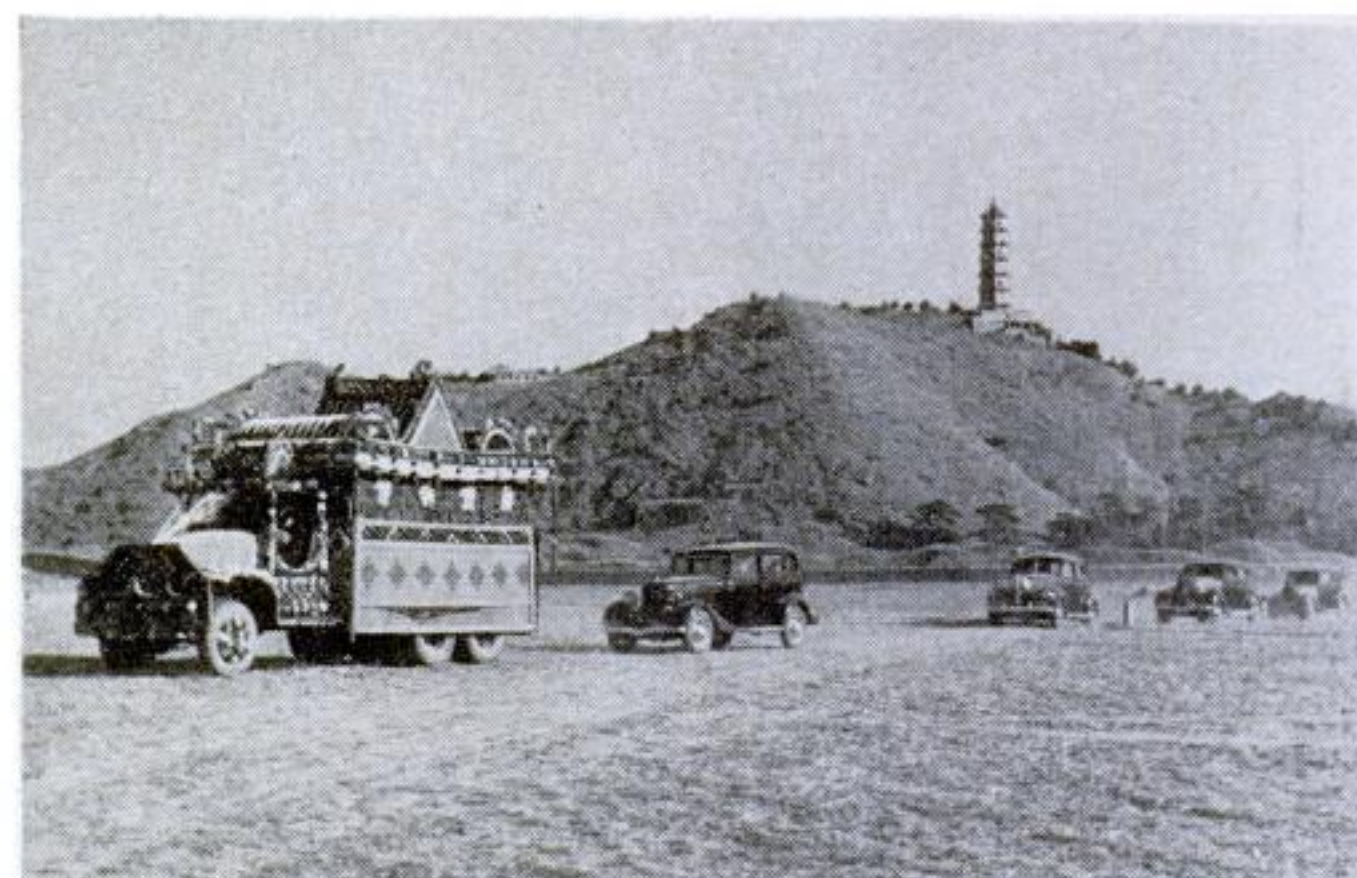


LOOK FOR THE HEAT-TREATED MARK ON THE BOTTOM OF EVERY TUMBLER—H. T. IN THE STAR

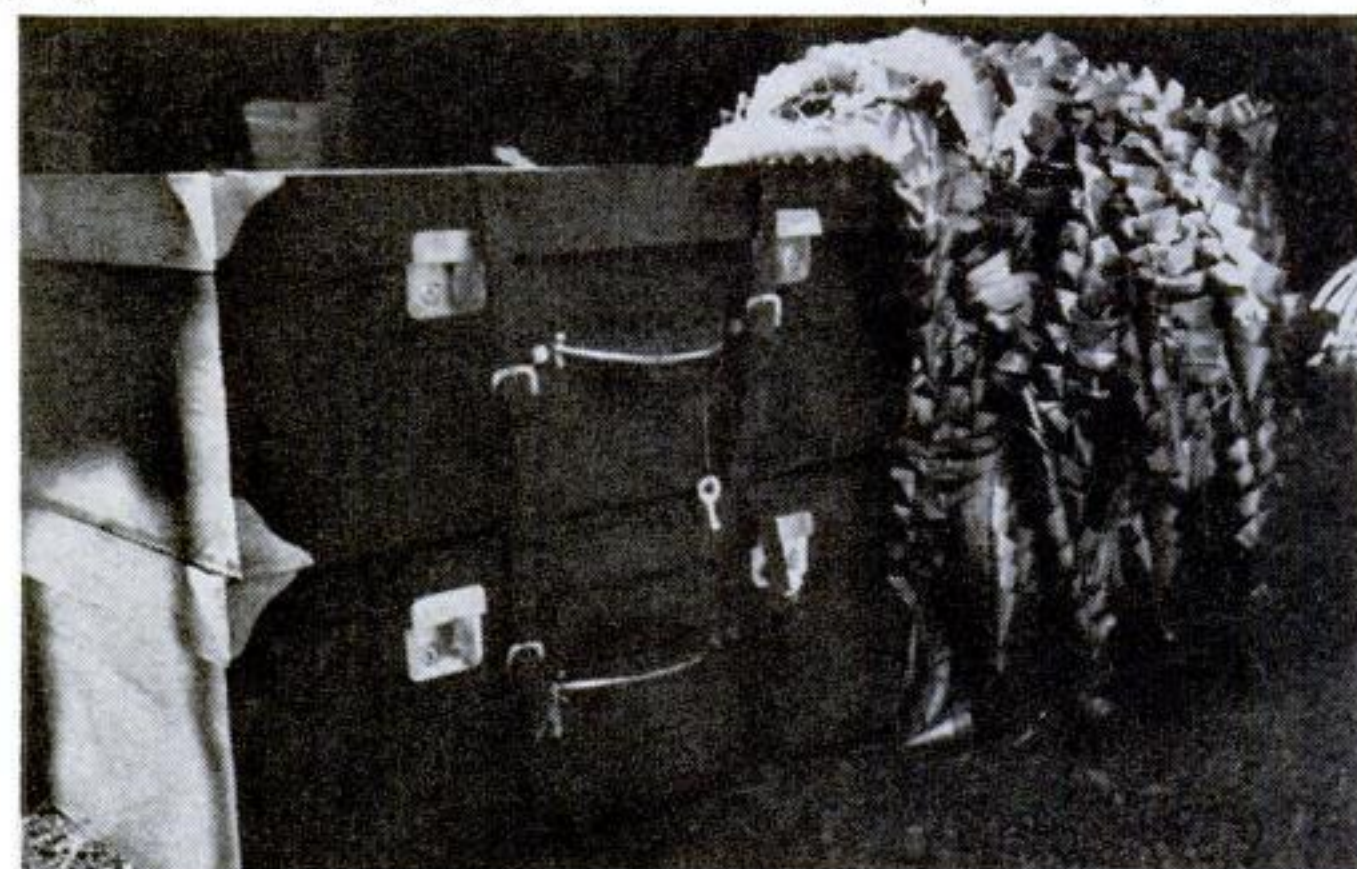
Copyright, 1947, Libbey Glass Company, Division of Owens-Illinois Glass Company, Toledo 1, Ohio

Wu's Second Funeral CONTINUED

STATE HELD SECOND FUNERAL



MOURNING PROCESSION in state funeral crawls across plain near Peiping. Wu is in catafalque (left). Priest used a compass to find best spot for grave.



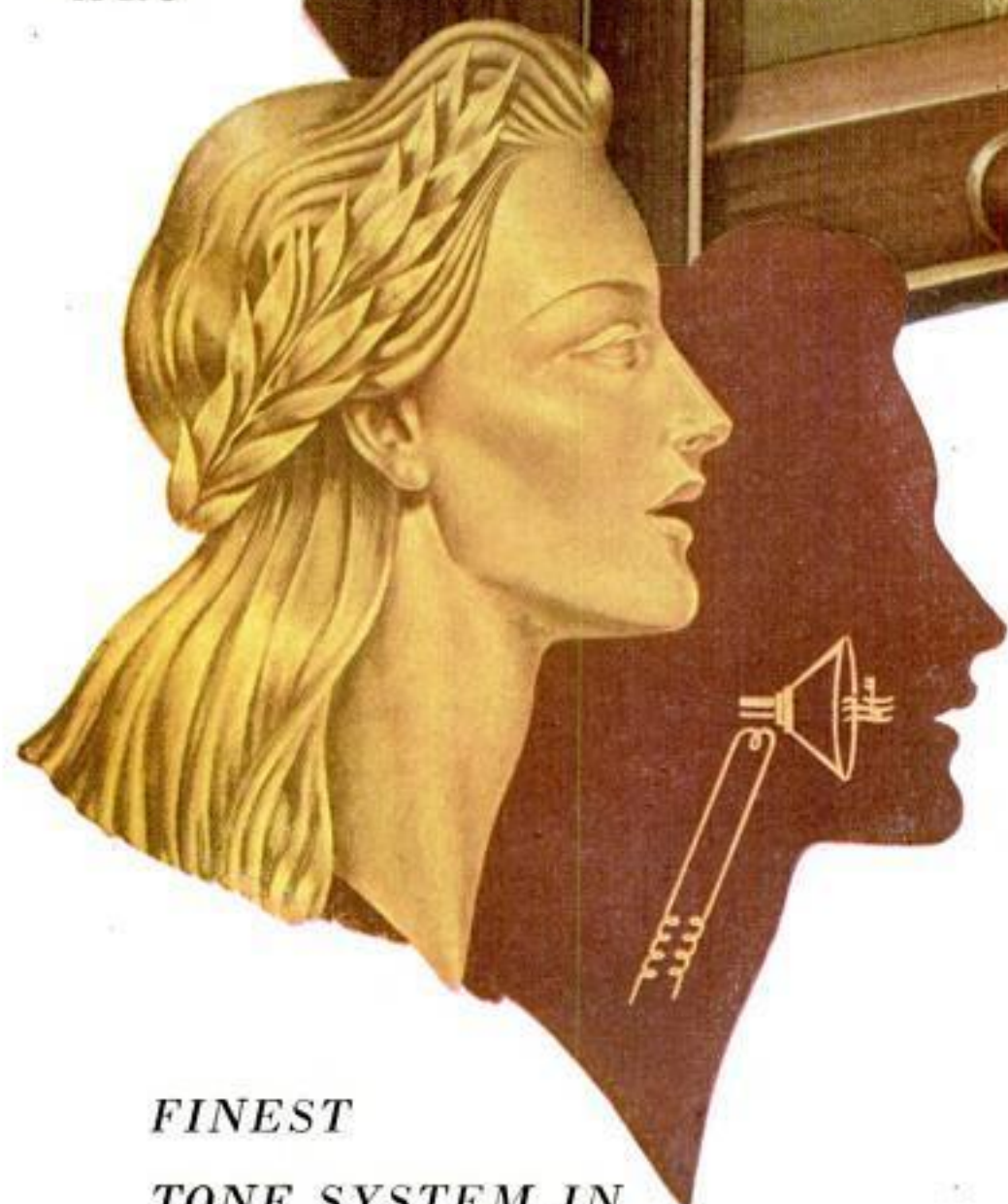
SUITCASES FULL OF MONEY are piled near grave for the use of Wu's spirit, indicating that inflation has overtaken even the spirit world since 1940.



A ROOSTER IS KILLED over grave by a priest. This ceremony indicates finality, also helps to placate Wu's ghost, which may have objected to moving.



RCA Victor
68 R 3



**FINEST
TONE SYSTEM IN
RCA VICTOR HISTORY**

This symbolizes the "Golden Throat"—RCA Victor's exclusive 3-Way Acoustical system. Precision-engineered for each different model, this thrilling development reproduces the full, clear depth and brilliance of *both* AM and FM radio—and, in the Victrola radio-phonograph, of records, too. It is explained technically in a booklet attached to RCA Victor instruments.



ONLY RCA VICTOR MAKES
THE VICTROLA
"Victrola"—T. M. Reg. U. S. Pat. Off.

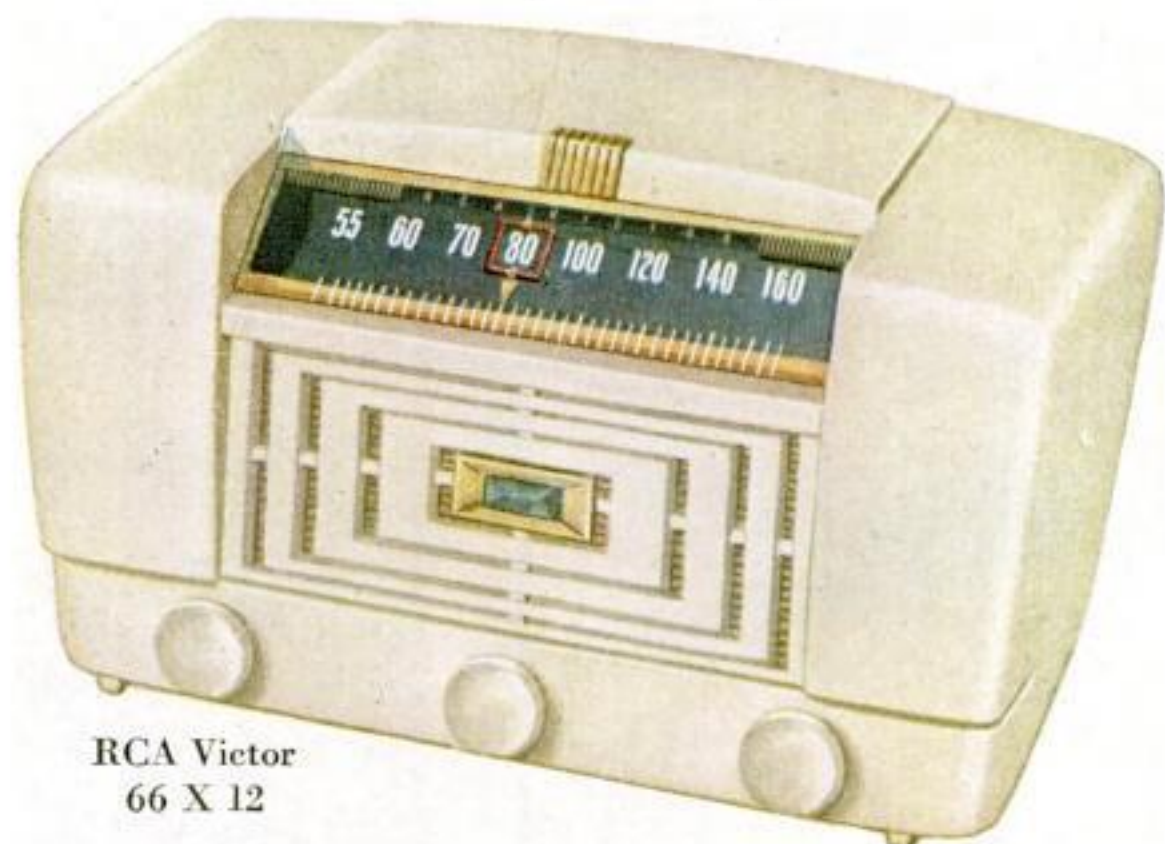
FM-AM

Two different methods of radio broadcasting are now in use. First, the standard kind—technically called AM or Amplitude Modulation; second, the newer FM or Frequency Modulation. *This outstanding new table set brings you both*—the great variety of standard programs *plus* the clear, quiet, static-free beauty of FM radio! Available in smooth brown or ivory-finish plastic, or in fine wood veneers.

With the
"Golden Throat"
 you hear both kinds of radio
 in full tonal beauty

AM

For AM radio—that's the regular, *standard* kind of broadcasting—this graceful, little table set is extra selective, extra sensitive. Colorful, easy-to-read, straight-line dial, built-in antenna and ground, 2-point tone control. Cased in smooth, antique ivory-finish plastic for bedside or breakfast table, or in a variety of more formal cabinet styles.



RCA Victor
66 X 12

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

You Can't Beat DOUBLE-ACTION PHILLIPS' ...FOR MY ACTIVE FAMILY

So gentle for children

Our Doctor was right! Whenever my little boy eats something that disagrees with him or when he's sluggish, I give him Phillips' Milk of Magnesia at bedtime. Phillips' works gently and effectively . . . without embarrassing urgency at any time. And in the morning he awakens to thorough relief. There's nothing sluggish about him today!

Caution: Use only as directed.



So thorough for grown-ups

Phillips' is tops with dad, too! Taken at bedtime, Phillips' Milk of Magnesia begins to ease away heartburn and that headachy, upset feeling almost at once. No discomforts of acid indigestion to keep him awake. Genuine Phillips' Milk of Magnesia is one of the fastest and most effective acid stomach alkalizers known. When you buy, get the 50¢ bottle; contains 3 times as much as the 25¢ size. Also in convenient tablet form; 25¢ a box, less than 1¢ a tablet. Get genuine Phillips' today!



PHILLIPS'
MILK OF MAGNESIA
Liquid or Tablets





ONLY NOW THAT SHE IS PAST 40 DOES JOAN CRAWFORD POSE FOR HER PHOTOGRAPHS WITH FRECKLES SHOWING

THE SECOND RISE OF JOAN CRAWFORD

The flappers' idol of the 1920s, who turned into "box-office poison," wins new stardom by good acting

One evening not long ago, as she was leaving a New York nightclub, an elderly drunk requested an autograph from Joan Crawford, currently the star of a high-grade cinematic study of insanity called *Possessed*. As a movie queen of long standing she cheerfully dashed off a signature and handed it over. The oldtimer blubbered his thanks and then said, "Miss Crawford, I've admired your pictures ever since I was a little boy."

Such an occurrence gives the impression that Joan is something of an antique. Factually this is hard to verify. The year of Miss Crawford's birth has been variously identified as 1904, 1906, 1908 and 1909, the last being her own favorite. If this were true, however, her entry to Missouri's Stephens College would have been made at 13, a dubious possibility.

The important thing is that Joan Crawford has been a big star since 1928, when she played a gin-swaggering flapper in *Our Dancing Daughters* and personally introduced America to the wind-blown bob. Joan quickly followed her first success with *Our Modern Maidens* and *Our Blushing Brides*. Subsequently, with *Paid*; *Letty Lynton*; *Sadie McKee*; *Chained*, she paddled calmly along the stream of success in a golden canoe. Clark Gable, Robert Montgomery, Franchot Tone and

Robert Young alternated, often in pairs, as her leading men, and Joan herself became one of Hollywood's biggest female draws at the box office.

Her fans were legion. Marian Dommer, an indefatigable admirer from New York City, ran the Joan Crawford Fan Club with a commissar's efficiency, editing a small newspaper and collecting annual dues of 50¢ from such loyal members as Van Johnson. Though she made only \$18 a week, Miss Dommer willingly shelled out \$250 a year from her own purse to keep things going. Another fan,

Isidore Freeman of the Bronx, met Joan when he delivered a telegram to her and fell hard. "It was like looking at a painting one has always loved," he said. "Seeing Miss Crawford, I felt exactly the way I did in school when studying Rosa Bonheur's *The Horse Fair*."

The reason for this popularity lay in the Crawford beauty, in her clothes and in the parts she played. Joan was always the waitress who married into the Social Register, the Judy O'Grady who dreamed of becoming the Colonel's Lady and made the dream come true. When, in *Mannequin*, she put on a \$2.98 bathing suit and plaintively inquired, "Why is the moon always bigger on Saturday night?" a million shop-girls sighed with sweet sorrow through their spearmint as they reflected how true that was.



"OUR DANCING DAUGHTERS" (1928), in which she wore wind-blown bob, gave Joan Crawford her first big part.



HER *Vision* IS PROTECTED IN *Connecticut*!

She is one of approximately 2 million people whose eyes are vital to the continued progress of Connecticut. To preserve this precious Bank of Vision, the State has taken one extra step . . .

*Now Her Sun Glasses
Must Be Tested . . .*

This is the first State to have demanded minimum optical requirements to protect the public against the hazards resulting from faulty sun glasses. The Commission of Opticians of the State of Connecticut has provided optical standards that make it mandatory for Sun Glass Lenses to be free, within these standards, from Astigmatic Distortion, Power and Prism in order to perfect Clearness of Image. **THESE TESTS MUST BE MET.**

Be Sun Glass Wise!

JOIN CONNECTICUT . . . Insist on Sun Glass lenses, whether flat or curved, made from ground and polished plate glass.

Franklin Glass Corporation

BUTLER

PENNSYLVANIA

Manufacturers of ground and polished plate glass
1mm and up in thickness for the above purposes

Joan Crawford CONTINUED



FIRST HUSBAND DOUGLAS FAIRBANKS JR. STANDS BY AS JOAN POSES

Ultimately public favor came to an end. *Rain*, in which Joan mistakenly tried to endow Somerset Maugham's sleazy heroine with the dignity of a Desdemona, was a bad failure. Then, in 1938, a group of movie exhibitors announced that certain famous performers were "poison at the box office." Joan was among those mentioned and the anti-Crawford band wagon filled up overnight. Rumors flew that she bribed autograph hounds to pursue her. Her employers, Metro-Goldwyn-Mayer, tried to back Joan up by ostentatiously signing her to a new contract, but no one was fooled. Through the movie industry and even from the public came the word: "Crawford has slipped."

Like Admiral Nimitz and Gene Autry, Joan Crawford was born in Texas. Her name was Lucille Le Sueur Cassin and her mother was a poor woman whose two marriages each ended in the divorce court. After moving to Kansas City, Mo., Joan, nicknamed "Billie," was entered in a convent. She washed dishes for her board and keep there and after graduation somehow wangled entrance to Stephens College, where she waited on table to pay her way. The faculty graded her "inferior" or "incomplete" in every course except dancing ("superior") and she left after two months. Then came a job as a stock clerk in a Kansas City department store at \$15 a week. Joan got her first whiff of the artistic world by winning a dance contest at the Jack-O'-Lantern Cafe and entered show business by dancing in a nightclub chorus. Ultimately she migrated to New York where Harry Rapf of M-G-M noticed her in the front line of *The Passing Show* and extended her a contract. At first Joan turned up her nose, but wiser heads prevailed and she arrived in Hollywood on New Year's Day, 1925, having seen just six movies in her life.

M-G-M first got Joan named a Wampus Baby Star and then used this as an excuse to flood the country with cheesecake pictures. Because her stage name of Lucille Le Sueur was considered unpronounceable, *Movie Weekly* magazine held a contest to give her another. The winner was submitted by Mrs. Marie M. Tisdale of Albany, N.Y., an elderly crippled lady who won \$500 for her ingenuity and used it to pay hospital bills.

With success in *Our Dancing Daughters* came romance. In 1929 Joan married Hollywood's crown prince, Douglas Fairbanks Jr., son of the great Doug and stepson of Mary Pickford. The old folks were

CONTINUED ON PAGE 48



SECOND HUSBAND Franchot Tone looks dead-pan as Joan flashes smile.



THIRD HUSBAND Phil Terry talks to Joan and Producer Jerry Wald (left).



**“yummy! And Mom says go to it
'cause it's an *ICE CREAM DIXIE*”**

Right! Mother knows best... *the very best*. For twenty-four years, Ice Cream Dixies have been approved by parents. These famous paper containers are filled and distributed only by the best ice cream companies. The ice cream is always good, always pure, always kept clean by its protecting Dixie Cup.

"Dixie"
is a registered
trade mark of the
Dixie Cup Company



"Stow the gab and give me yer license!"



Arrow "Mitoga" cut gives a man! See how it follows the body? It would look wonderful on yours, Officer. What a CHEST!

SPEED: Well, thankee kindly! Av coorse, wan av them Arrow Shirts would be a foine thing for a day off. If only it wouldn't shrink out av fit, I'd be askin' ye where ye got it, sor.

HANK: "Shrink?" Not ARROWS, Officer! The Sanforized label holds fabric

HANK: "Stow the gab," eh? What a happy coincidence! You look—you look like my old C.O. in the Navy, Officer! Fine chap! Oh yes, my license...

SPEED: "No previous offenses." I can't understand why a man like yerself has to park overtime. You look sinsible—an' well-dressed, too. By the way, where are ye after buyin' yer shirts? That's a foine collar...

HANK: Yes, isn't it, Officer—and thank you very much! It's an Arrow Shirt. A-r-r-

SPEED: I can spell, ye monkey! Don't ye hoity-toity ME, young—

HANK: Very sorry, Officer! Just trying to help. But say—look at the fit this



shrinkage to 1%—a mere nothing! And it just so happens, Officer, that I am driving...right...past an Arrow dealer's. Old friend of mine, too! Let me—PLEASE allow me—to conduct you toward the Shirt of Your Life. Not at all, sir! Don't thank me! It's a pleasure! Cluett, Peabody & Co., Inc.

ARROW SHIRTS

\$325 • \$375 • \$395 • \$475

Joan Crawford CONTINUED

none too pleased with this, mostly because Joan was from the other side of the tracks. For a long time they refused to receive her at Pickfair, the promised land of all Hollywood social climbers.

The couple was divorced in 1933. On this occasion Joan told the press, "I am convinced that an actress should not marry." Two years later she married Franchot Tone, a millionaire's son and member of Phi Beta Kappa. His grandmother died the same day. The Tones took singing lessons and admired each other's dachshunds until 1939, when they were divorced and Joan announced, "Marriage was a mistake. I'm not the marrying kind." In 1942 she married Philip Terry. At other people's houses they began the practice of tapping out "I love you" in Morse code to each other across the dinner table. This pleasure took three years to fade, but fade it did, and Joan's post-mortem statement was terse: "No more marriage for me," she said. Lately she has once more been reported hovering near the altar.

Her professional life and her love life offer a contrast which is perhaps the key to Joan Crawford's character. A childhood that was unhappy and poverty-stricken kindled in her, as it has in so many, a burning ambition to achieve a world of comfort, good manners and success. No Judy O'Grady in any Crawford picture ever wrested riches from rags with more determination than Joan herself. On the other hand she has often been diverted from her pursuit of fame and gold by a nature that is incurably romantic. At present four adopted children suffice to make the Crawford house (27 rooms) a home.

In 1938 Joan realized that the public was tired of seeing her as Judy O'Grady. She tried to change her style and, in 1941, *A Woman's Face* showed her as a girl whose life was rendered unbearable by a great scar on one cheek. M-G-M hailed the birth of "a new Crawford," but the customers were still apathetic to Crawford, new or old. Even so Joan felt that perhaps her salvation lay in "unsympathetic" roles.

In 1943 she resigned from M-G-M because "I was being taken for granted." This departure also signaled the loss of her great personal battle with Norma Shearer. Miss Crawford and Miss Shearer had always envied each other. Outranking Joan, Norma received choicer roles, bigger billing and more publicity. As heads of opposing camps, the two actresses engaged in open warfare, but "the first lady of the screen," as M-G-M called Norma, got the upper hand and ultimately saw Joan started downhill in a succession of bad parts. When Joan resigned her contract M-G-M paid her a lump sum to square things and sighed with relief. All over Hollywood the cocktail-hour grave-diggers said with finality, "Crawford is through."

At this point Joan signed a short-term contract with Warner Brothers. Realizing that one more bad picture would put her under for the third time, she insisted on choosing her own part. In six months she found nothing suitable. When the Warners became obviously impatient Joan announced that she was voluntarily going off salary. It was another year before Producer Jerry Wald came up with the right picture for her. This was *Mildred Pierce* and for her performance Joan won the 1945 Academy Award. Some people say that the Oscar—for which Joan beat out Ingrid Bergman, Greer Garson, Jennifer Jones and Gene Tierney—was awarded on sentiment. This may be true, but Joan's performance as Mildred, a mother victimized by her own daughter, was her best to date.

In Hollywood the wind shifted. At Warners' nothing was now too good for their Joanie. "Joan was the first star I loved 20 years ago," gushed Elsa Maxwell. In *Possessed* Miss Crawford gives a performance that outdoes Mildred. Her earning power, a rumored \$250,000 per picture, is her highest ever. Heaven only knows what Norma is thinking now.

—DONALD MARSHMAN



IN HER NEW MOVIE, *Possessed*, Joan Crawford plays a trained nurse who is tortured by the memory of how she killed her lover and finally goes insane.

If it's
Firestone Velon*
 its beauty will last!

Growing boys can be hard on leather . . . but they can't mar the beauty of *Velon*! It can't scuff, crack . . . won't dry with age! Dripping jam, muddy footprints, ink, stains . . . wash off with the flick of a damp cloth!

VELON is *better-than-leather* . . . it looks and feels like leather, makes beautiful handbags, shoes . . . air-light luggage, too! VELON is also *a film* . . . a bright, beautiful film that stays that way . . . without yellowing, cracking, gumming, fading! No wonder it makes wonderful, wet-proof kitchen and bathroom accessories . . . rainwear, too! VELON is also *a tinted screening* . . . a screening with greater impact strength . . . a window screening that never cracks, bleeds, or needs protective paint! VELON is also *a fibre* . . . woven into lovely and lustrous fabrics . . . making light colors practical because the fibres wear and wear . . . Naturally it's *Velon* you should look for, ask for . . . for if it's *Velon*, its beauty will last!

LISTEN TO THE VOICE OF FIRESTONE MONDAY EVENINGS OVER NBC



VELON FILM



BETTER-THAN-LEATHER VELON



VELON FIBRE



VELON SCREENING



© 1947 FIRESTONE TIRE AND RUBBER CO

Firestone Velon

*TRADE MARK



Oh!
How
The
Villains
Pursued
Her!

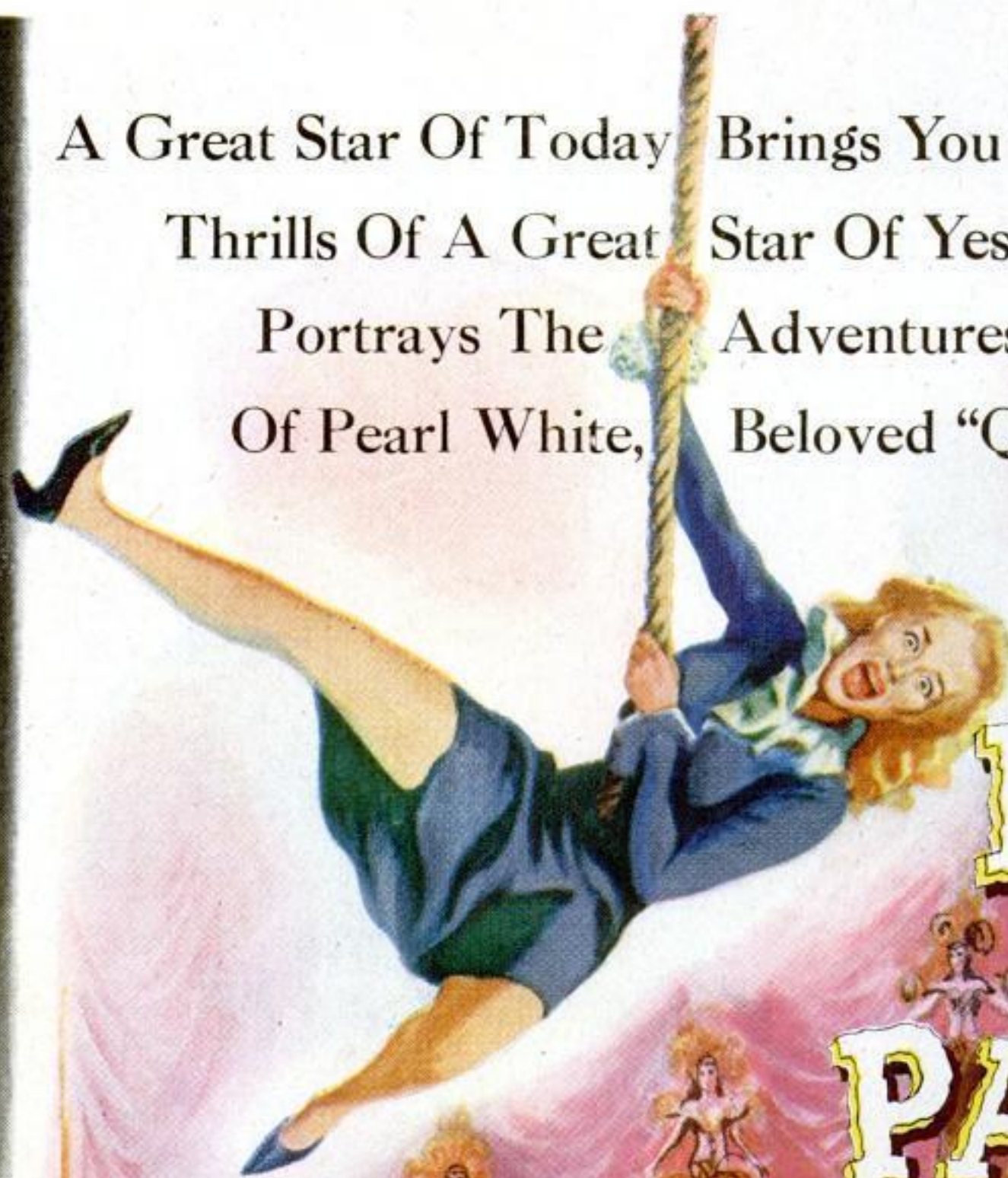
Trapped in a runaway balloon... sliding to destruction on the buzz-saw... risking a thousand deaths in chapter after chapter of the serial that helped make movies famous! Then on to Paris where she sang and danced her way into the hearts of 50 million Frenchmen... It's the spectacular life story of the star who dared every danger on the screen only to find love the most perilous adventure of them all!

with
BILLY DE WOLFE
William Demarest
Constance Collier
Frank Faylen

Directed by
George Marshall

Screen Play by P. J. Wolfson and Frank Butler

A Great Star Of Today Brings You The Life, Loves and Thrills Of A Great Star Of Yesterday...As Betty Hutton Portrays The Adventures—On Screen and Off—Of Pearl White, Beloved “Queen Of The Serials”!



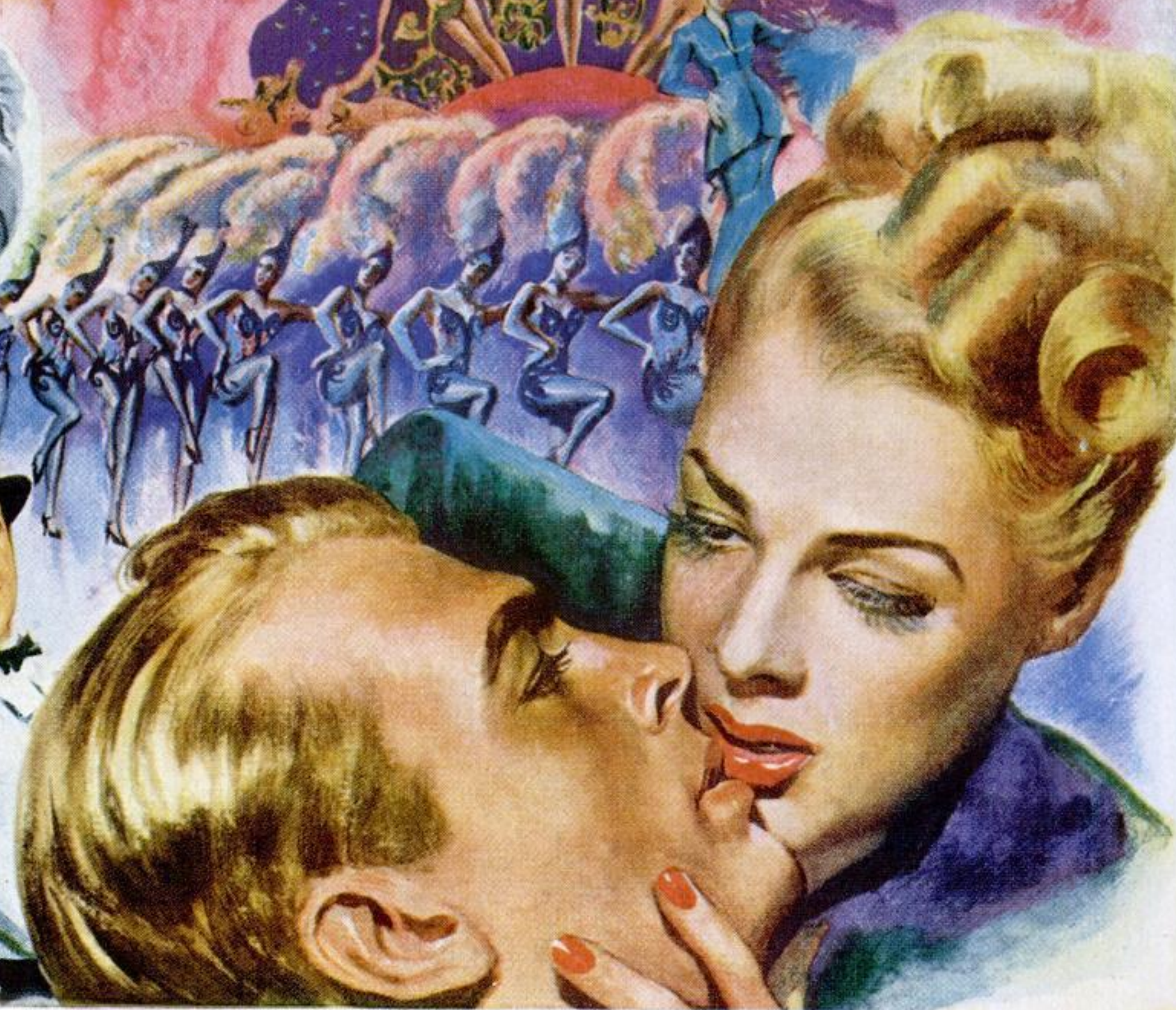
Paramount Presents

"THE PERILS OF PAULINE"

in TECHNICOLOR

Starring

Betty Hutton
John Lund





ON A DEMONSTRATION RUN OF THE NEW G.M. TRAIN PASSENGERS DINE IN THE "ASTRA DOME" 15½ FEET ABOVE RAILS. TWO MORE DINING ROOMS ARE DOWNSTAIRS

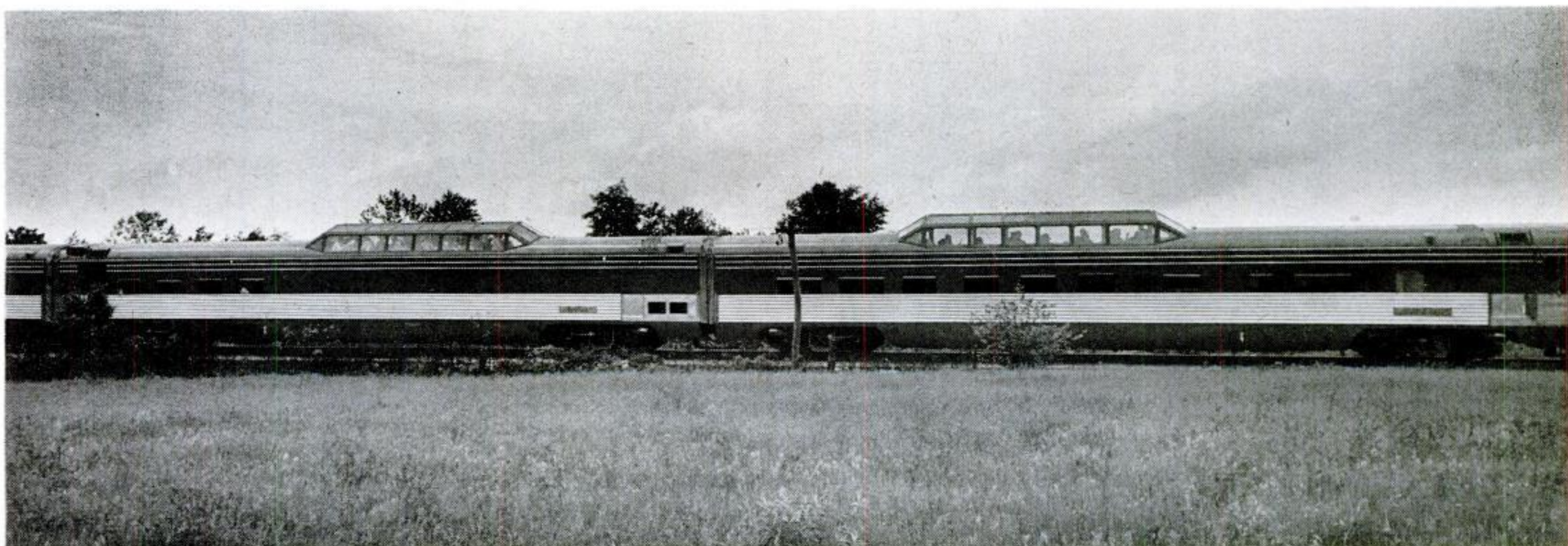
ASTRA DOME TRAIN

**Radical new cars give passengers
a fine view and a sway-proof ride**

For more than seven years the U.S. railroads have been bumping over the countryside in equipment that was too old even before the war. Simultaneously their officials have belabored the public with rosy promises of great trains. But so far all the public has seen are the various artists' conceptions of these trains and the statement by gadfly Robert R. Young that all the U.S. railroads combined have ordered less than 100 new passenger cars this year. On May 28, however, the railroads

were confronted with a real postwar train, ready for operation. It was designed not by a railroad but by General Motors, an automobile builder.

The train, which G.M. calls the "Train of Tomorrow," was developed at a cost of about \$1,500,000. It is topped by "Astra Dome" rooms to give passengers a good look at where they are going (*above*). It has a sway-proof ride, four levels and space for a children's playroom. General Motors plans to exhibit it, then sell it to the highest bidder.

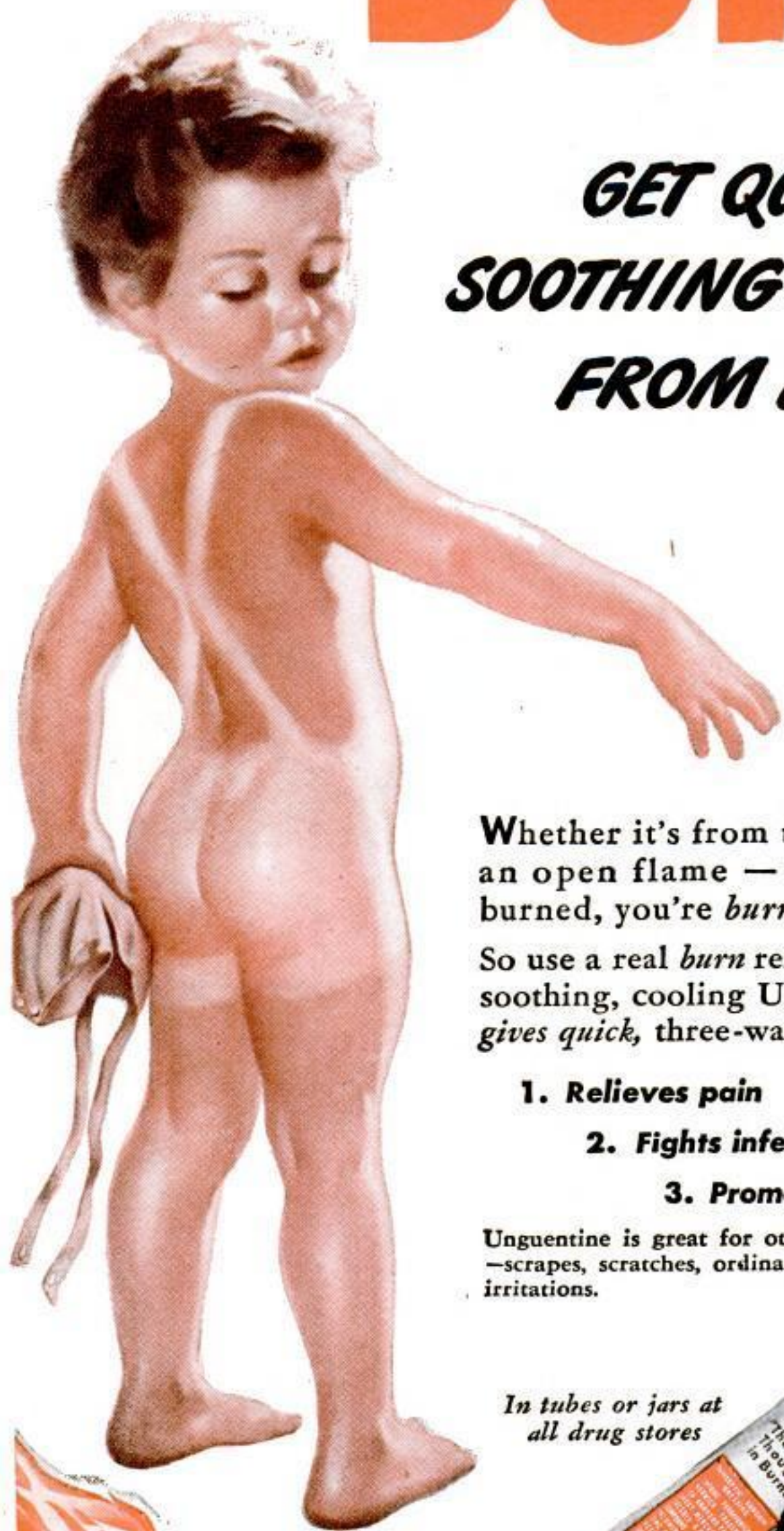


DINER AND CHAIR CAR (*above, left to right*) are each 85 feet long. The train can carry 216 passengers.

Astra Domes are 30 feet long, seat 24 and extend two feet above car-roof level. G.M. Vice President C. R. Osborn

conceived the dome idea after riding in fireman's seat of a diesel locomotive and noting the improved view.

UNBURN the BURN



**GET QUICK,
SOOTHING RELIEF
FROM PAIN**

Whether it's from the sun — or an open flame — when you're burned, you're *burned*.

So use a real *burn* remedy — apply soothing, cooling Unguentine. It gives quick, three-way first aid:

1. Relieves pain
2. Fights infection
3. Promotes healing

Unguentine is great for other skinjuries, too — scrapes, scratches, ordinary insect bites and irritations.

In tubes or jars at
all drug stores



DO AS MANY DOCTORS DO!

UNGUENTINE*

A Norwich Product

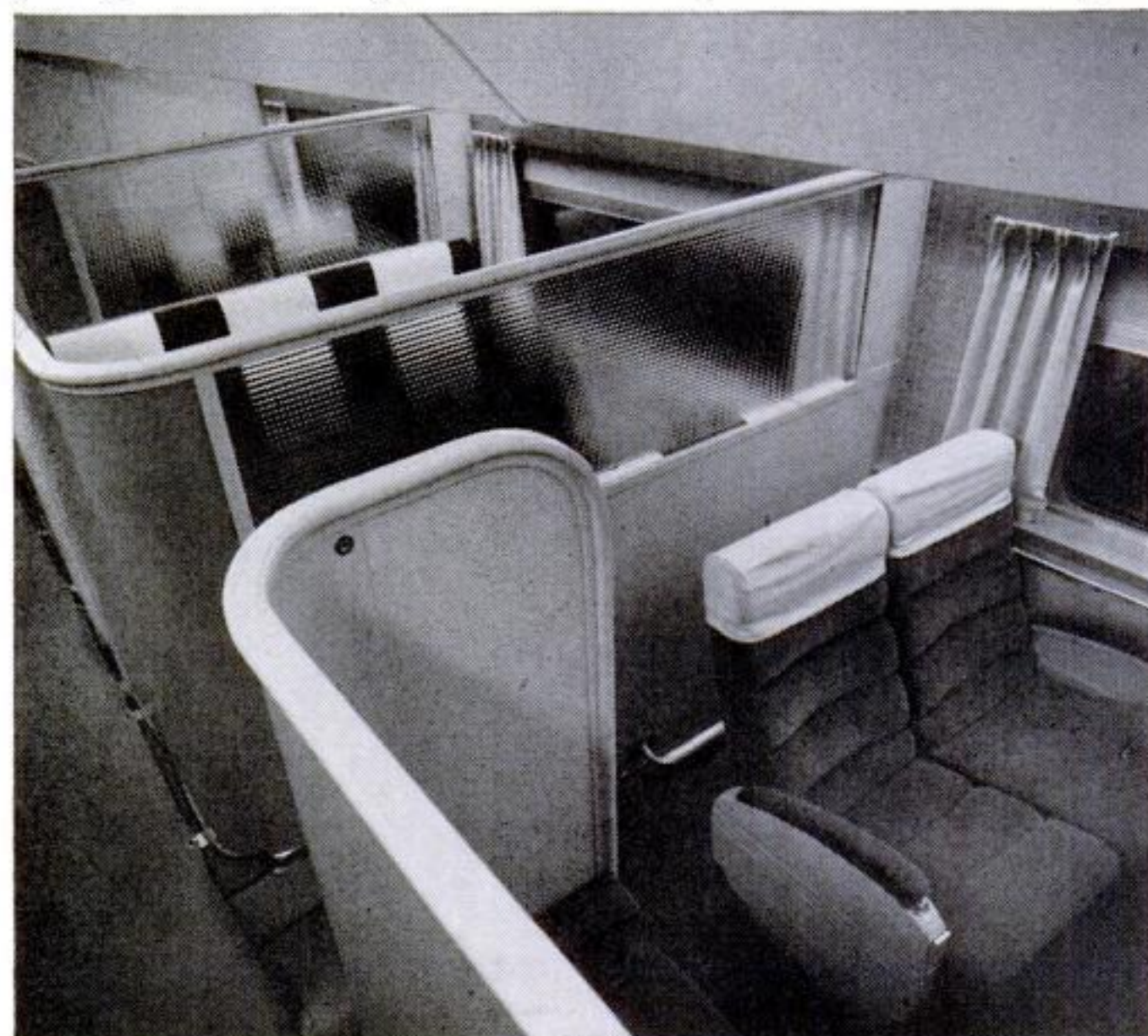
*Reg. U. S. Pat. Off.

Norwich*

Astra Dome Train CONTINUED



LOCOMOTIVE is 2,000-hp diesel, runs 100 mph. Rigid couplings between passenger cars enable engineer to start and stop the train without usual jerk.



COACH CAR has compartments on lower level set off by half-partitions (above) where friends or families can travel at normal fare in semi privacy.



RADIO-TELEPHONE enables passengers to call home from speeding train. Demonstration guests called *Queen Elizabeth* at sea, talked with the captain.

CONTINUED ON PAGE 54

You know how I feel about women's hats!

• I'm draped on number 3 stool at Doc Carroll's drugstore, sipping a milk shake and minding my own business, when this cloud of feathers blows out of the revolving door.

Now feathers in a milk shake I don't like. So I stop the door with a number 12 oxford, and out fall these two strange birds and a strong-voiced chick. They're all shouting at once, so I set them up to sodas and give an ear.

"It's women's hats," says the one with the king-size lower lip. "These birds don't know that the size of the bill tells whether a hat's a bargain or not."

"That chin-borne fish bowl of his has warped his mind," breaks in the ostrich. "I judge a bargain by how far down the price has gone." And he swallows to emphasize his point.

"You boys are out of your depth," cackles the chick. "Any woman knows a bargain is what you get for what you pay. Am I right, Charlie?"

"On women's hats, no comment," I replies, side-stepping. "But you're all three right if

you think of the bargain everybody gets in electric service.

"When the movies were still silent, you got only about *half* as much electricity for your money as you get today—so your bill says BARGAIN every month.

"But Ossie's right, too. While the price of most everything else has gone up, the price of electricity has come down.

"And another angle—score this one for the chick. What you get today is the most and the best electric service in this peace-torn world. And for that you can thank the business sense and the common sense of the people who built and manage the electric companies."

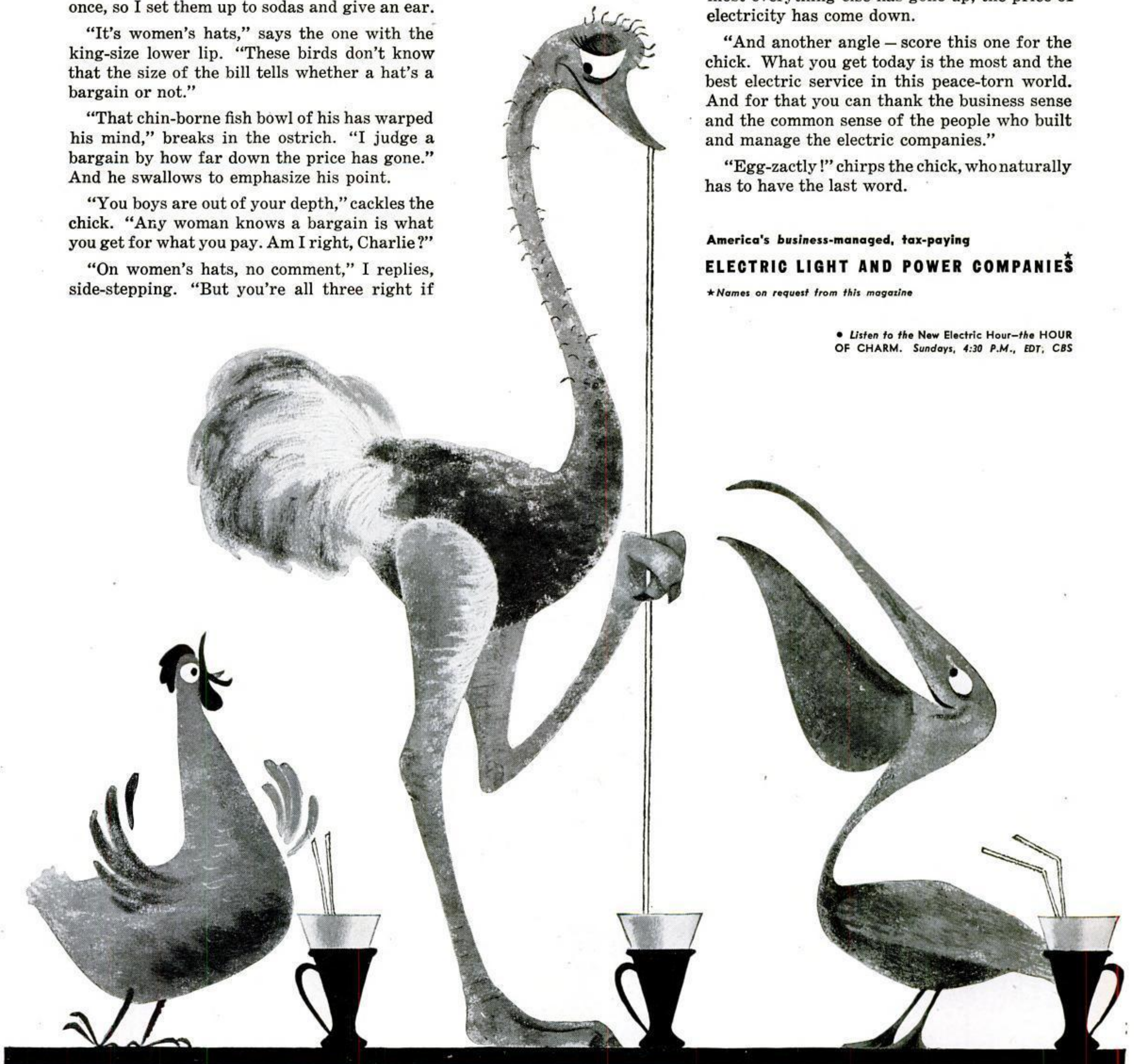
"Egg-zactly!" chirps the chick, who naturally has to have the last word.

America's business-managed, tax-paying

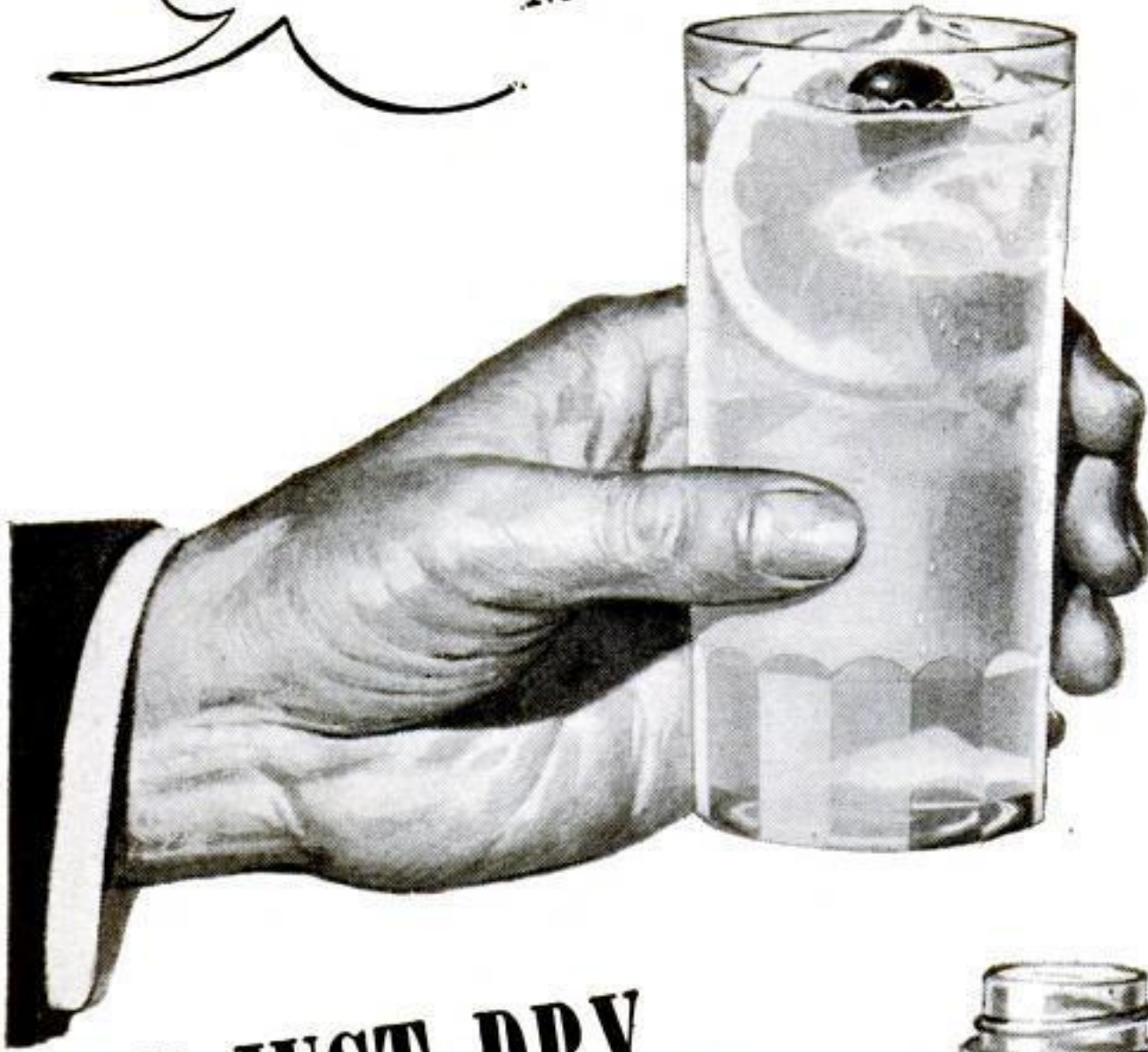
ELECTRIC LIGHT AND POWER COMPANIES*

*Names on request from this magazine

• Listen to the New Electric Hour—the HOUR OF CHARM. Sundays, 4:30 P.M., EDT, CBS



No Wonder
Fleischmann's makes America's
Most Delicious Gin Drinks!



NOT JUST DRY...
IT'S
"DRY" DRY

—without the slightest
trace of sweetness!

Yes, Fleischmann's Gin is "dry"
dry . . . 100% dry! That's one of
four big reasons why Fleischmann's
makes America's most delicious gin
drinks. Reason Two: Fleischmann's
has a superbly delicate, light taste!
Reason Three: Fleischmann's is so
very, very smooth! Reason Four:
Fleischmann's priceless mixability
provides the perfect base for Tom
Collins, Martinis, all gin drinks!



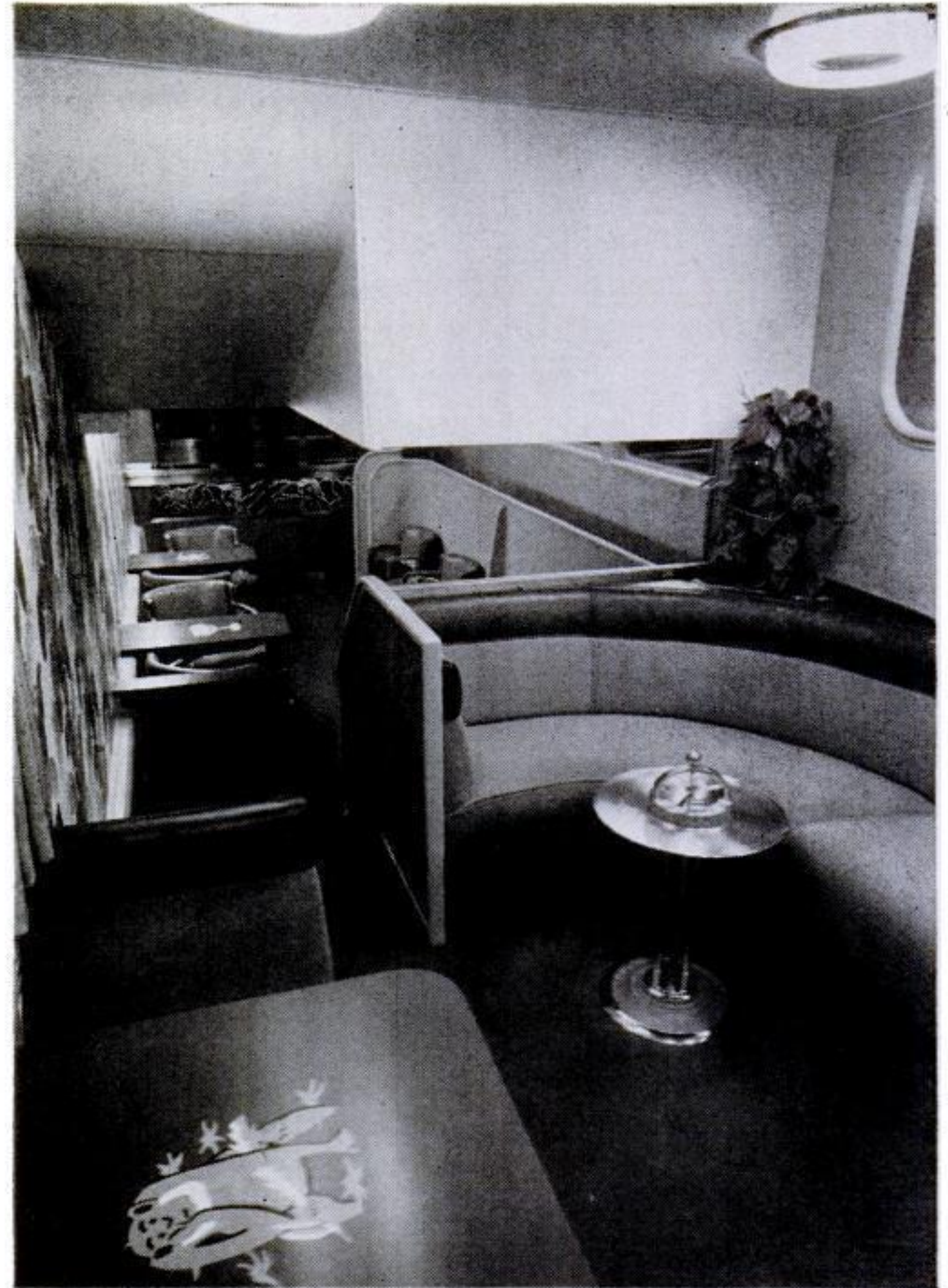
90
PROOF

FLEISCHMANN'S

DISTILLED FROM AMERICAN GRAIN. 90 PROOF.

THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N. Y.

EST. 1870
*America's
First Gin*

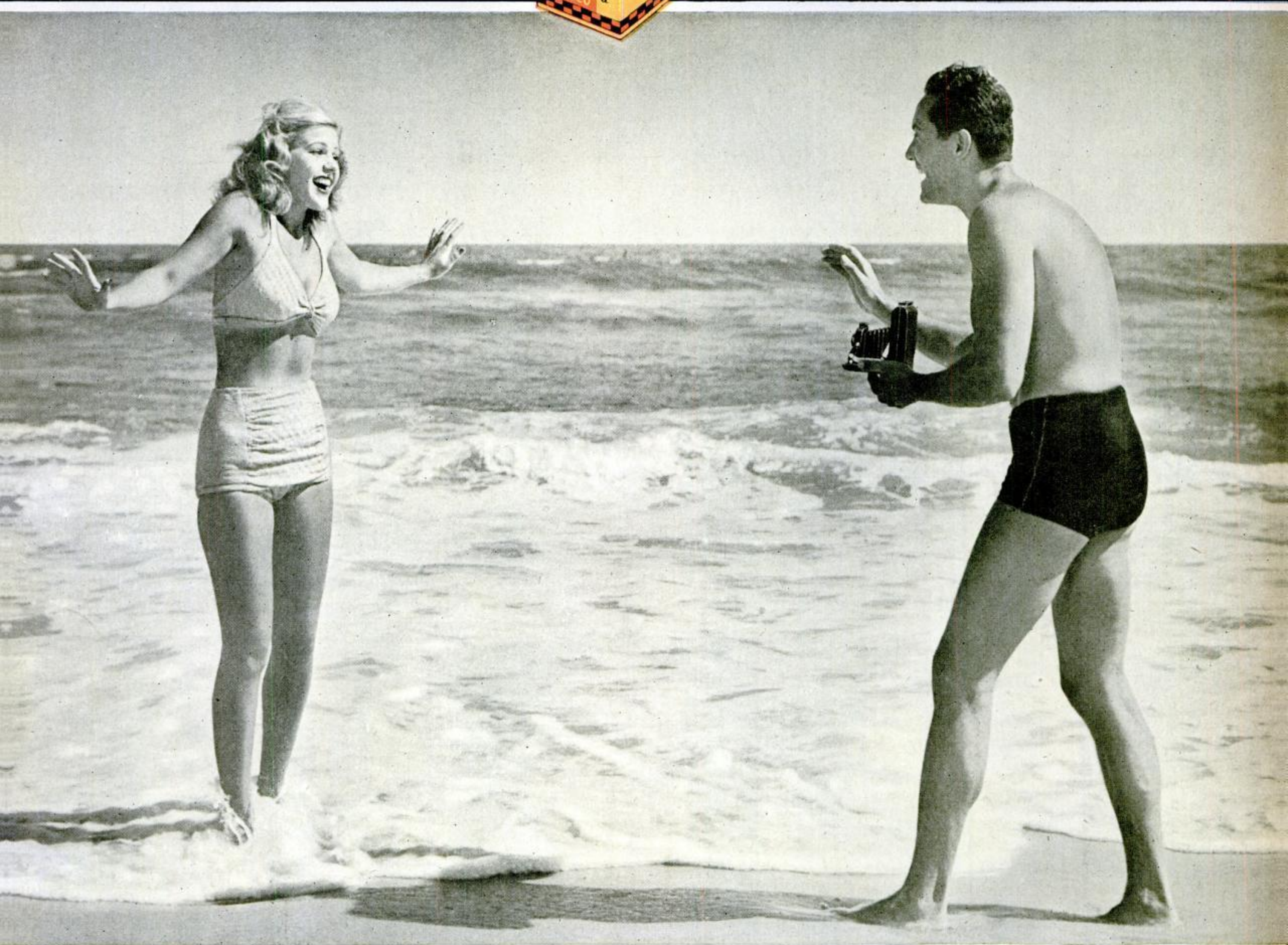


COCKTAIL LOUNGES are built into observation car at two levels (above). Bar is in background beneath dome. Decor is green, ivory, turquoise, peach.



PRIVATE DINING ROOM (left) is sunken compartment, lowest of dining car's four levels. Main room is at right. Each car has separate diesel power unit.

YOU press the button
— **IT** does the rest



It's *your* film—and everybody's—everybody who wants the sport and reward of making swell snapshots any day and every day. Get Kodak Verichrome Film and go ahead and shoot!

That's what people do with Verichrome—just aim and shoot, and bring home their pictures. It's so easy, what are you waiting for? *Use Verichrome always*—you press the button, it does the rest. EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

**Only Eastman makes
Kodak Film**

...the film in the familiar yellow box

Kodak

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KITCHEN PLANNED—CUSTOM BUILT—BY FOREMOST

Now Hotpoint

FIRST WITH
THE MOST—
NEW FEATURES
NEW STYLING
NEW VALUE

...with a New Dream Line of

*Ahead in Styling, Beauty And Convenience Features—
Packed With New Ideas From America's Foremost
Kitchen Planners—Hotpoint Offers Quality-Built Electric
Appliances That We Proudly Call America's Finest*



● Hotpoint Electric Range is the world's simplest, fastest-starting and most responsive electric range. It has 11 important new convenience features plus 25% more capacity. New improved Calrod* units give even heat. Left rear unit doubles as surface and well-cooker unit. Complete meals are cooked automatically while you are out of the kitchen. Three other advanced models with exclusive convenience features.

● Hotpoint Water Heaters, with new pressurized direct contact Calrod* units are better buys than ever. If water is left untapped, this fully insulated heater will keep it hot 3 days without reheating. Seven models range from 15 to 86-gallon capacity. *REG. U. S. PAT. OFF.



Now Hotpoint proudly presents the finest and most complete line of electric appliances in its 43-year history!

● Away out front in styling and exclusive features, Hotpoint home servants set the pace for value. Custom built to the specifications of engineers who pioneered the all-electric kitchen, electric range and electric dishwasher, Hotpoint's dream line of appliances is packed with new features you have long wanted.

● The world-famous Hotpoint Range now starts faster and has greater capacity than ever. The beautiful streamlined

Hotpoint Refrigerator and front-opening Hotpoint Dishwasher embody six years of proved engineering advances. Hotpoint Washers and Ironers provide new and exclusive betterments. All are built to war-born quality standards to give years of service at lowest cost.

● Demand still exceeds production, but see this quality line of appliances at your dealer's. Compare Hotpoint products with them all. You'll agree that Hotpoint—with 43 years of exclusive appliance manufacturing experience—sets the pace for style, dependability and value!



● Hotpoint Wringer-Type Washer, designed by America's foremost home-laundry planners, cleans grimy clothes thoroughly without injuring daintiest garments. Choice of models.

Hotpoint
PIONEER BUILDERS OF
ELECTRIC DISHWASHERS



● Hotpoint Electric Sink has exclusive front-opening dishwasher which washes and dries dishes automatically. Two models, one with Hotpoint Electric Disposall* food-waste disposer.

*REG. U. S. PAT. OFF.

Hotpoint

HOTPOINT INC.

A GENERAL ELECTRIC AFFILIATE

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EXCLUSIVE FULL-LINE APPLIANCE MAKERS

sets the pace

Quality Electric Appliances



Storage space for dozen tall, quart-sized bottles and jars

Leftover-food rack equipped with three pint-size covered jars

Removable basket shelf, handy for miscellaneous articles

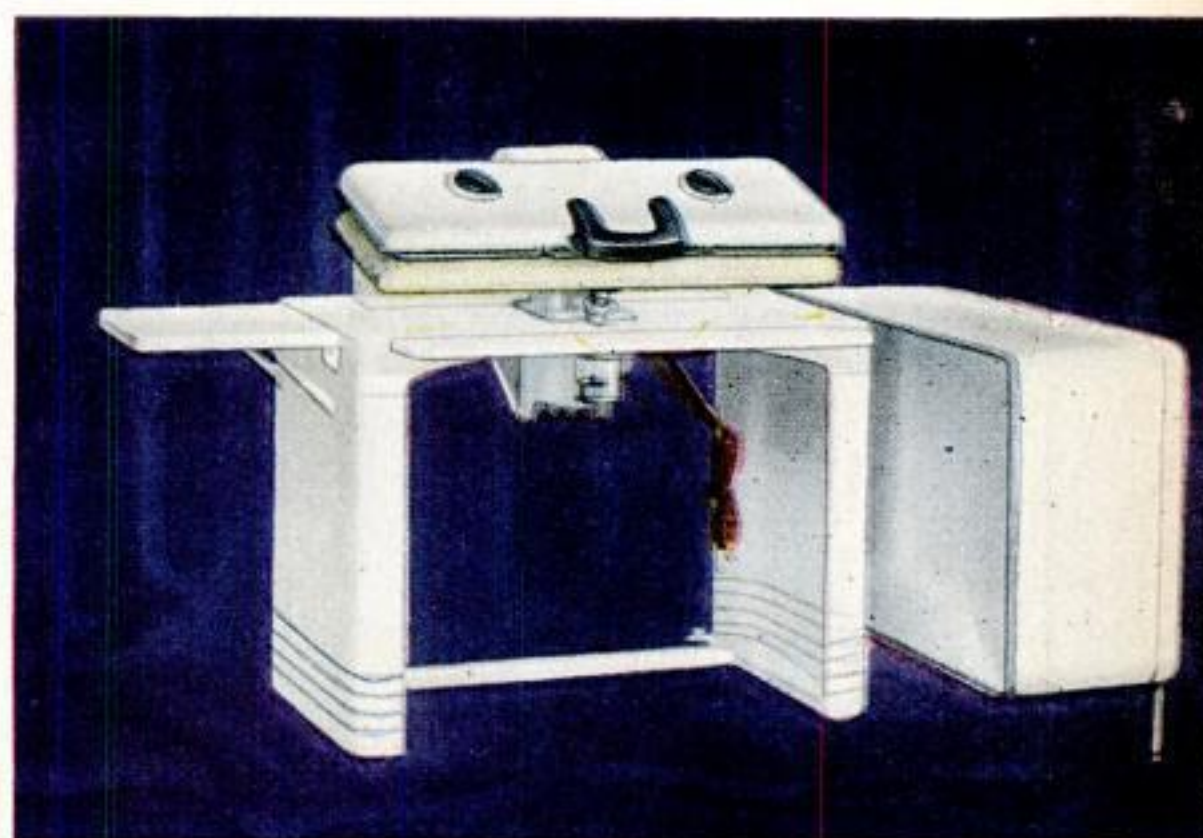
Two storage compartments for fresh fruit and vegetables

Super-Freezer holds four ice trays and 20 packages frozen food

Meat compartment 60% bigger; has room for extra large roast

Safety gauge controls temperature, safeguards perishables

New postwar design. Five exciting models for you to choose from



● Hotpoint Flat Plate Ironer with Thrustor that applies 400-lbs. of pressure (equivalent to 100 hand irons!) at your slightest touch to assure perfect ironing results. *Two portable, one family-size.* Rotary models also available.



● Deluxe, Streamlined Electric Kitchen. Designed by America's foremost kitchen planners. Three convenient Work-Saving Centers built around Hotpoint Range, Refrigerator and Dishwasher-Sink save you time and effort.



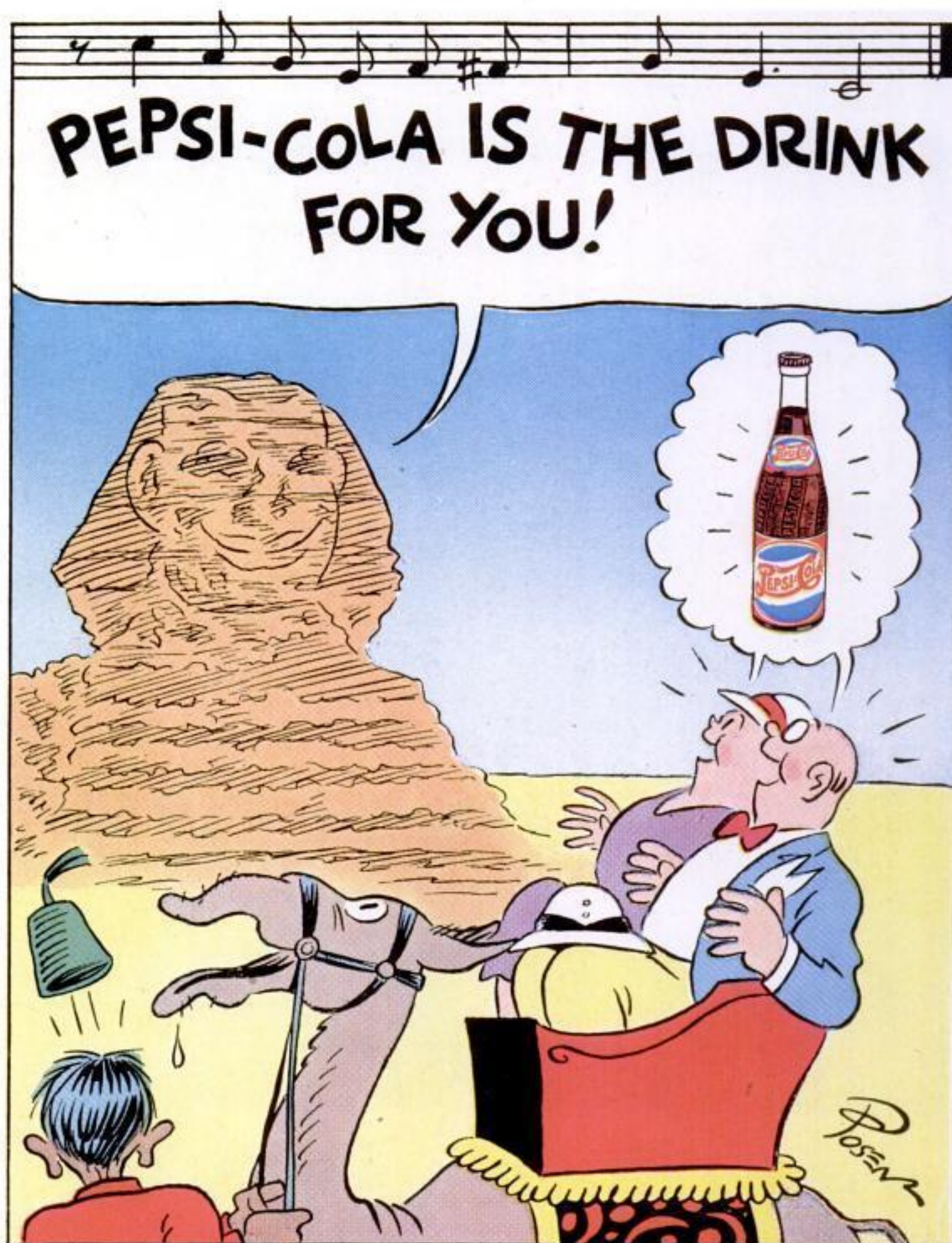
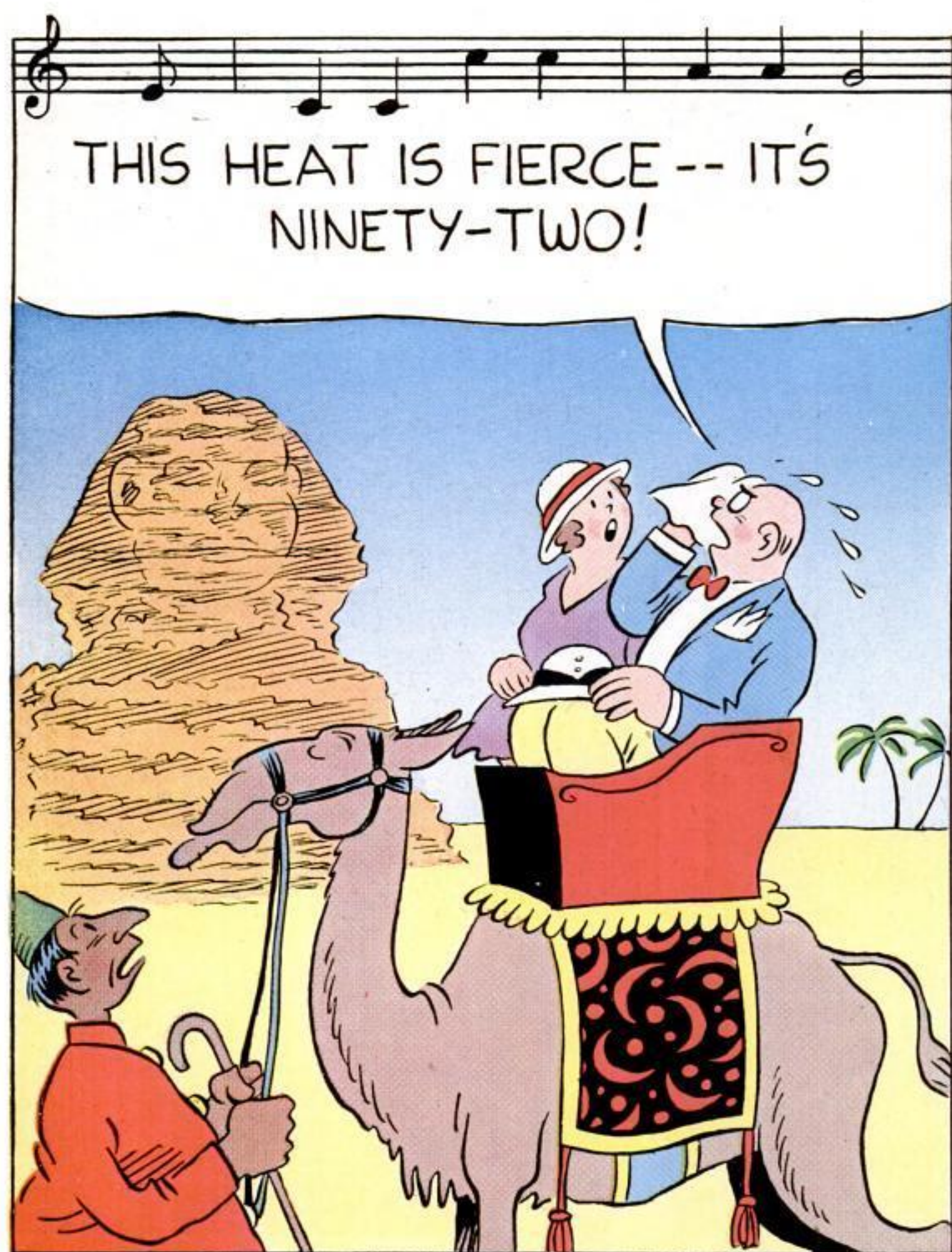
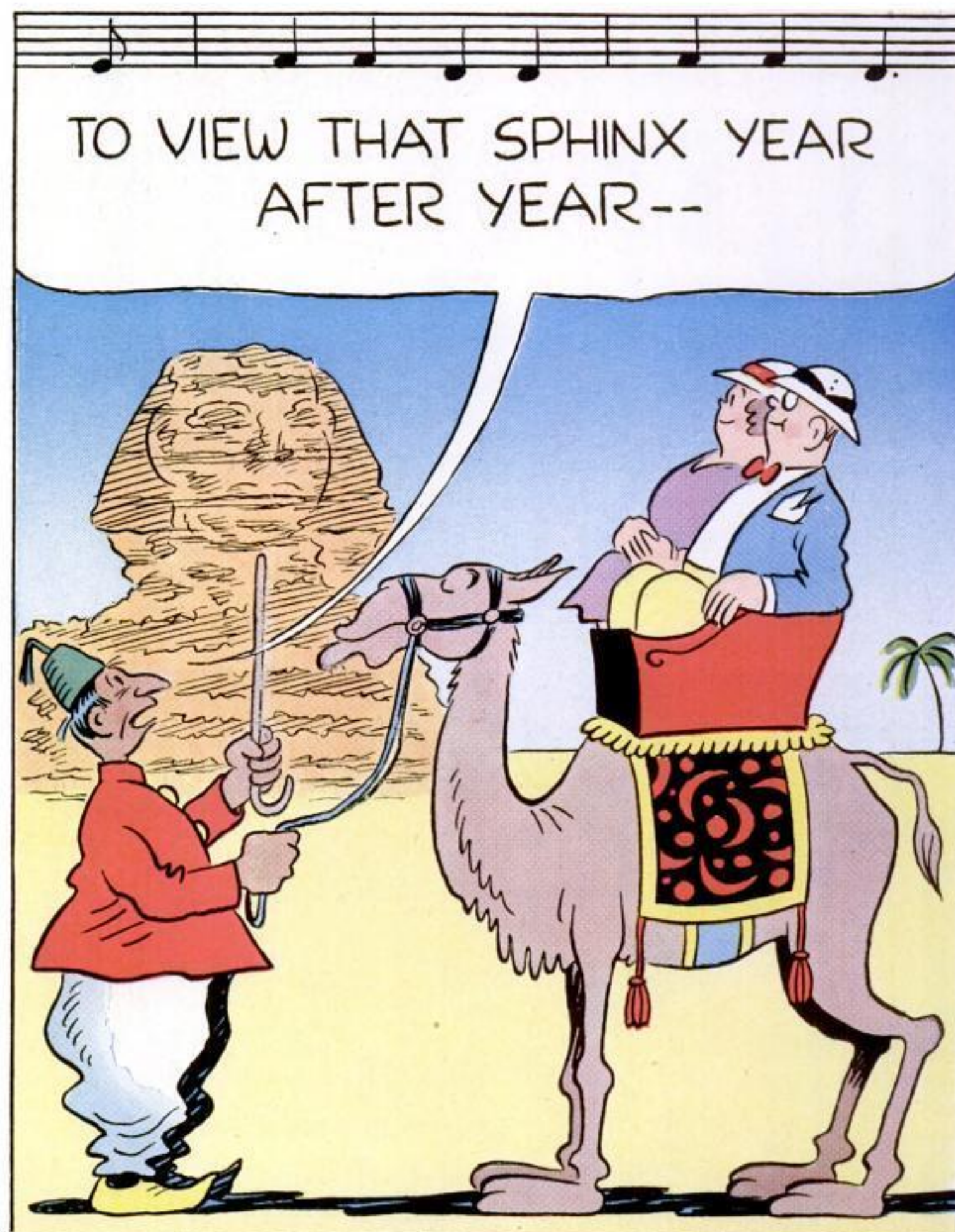
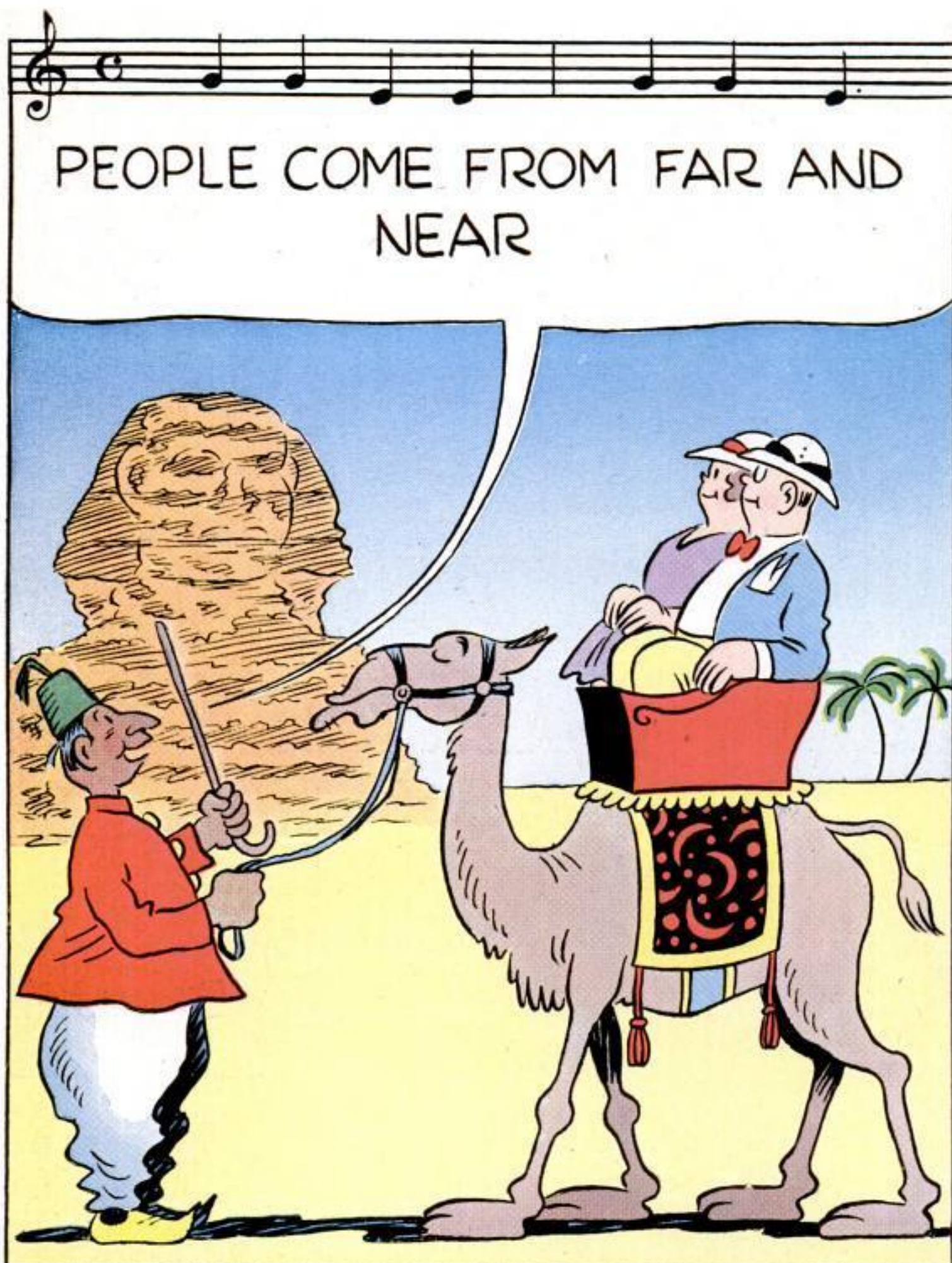
● Hotpoint Food Freezer stores contents at zero. Holds 280 pounds*. Removable trays keep every package handy. Buy fresh foods in season at low prices and enjoy thrifty meals year around.

*140-lb. model also available.
Copyrighted material

HOTPOINT—
LEADERS IN
ALL-ELECTRIC
KITCHEN
PLANNING

World's Finest Research, Engineering And
Craftsmanship Plus 43 Years Of Exclusive
Electric Appliance Experience

Copy. 1947 Hotpoint Inc., Chicago, Ill.





IN ONE OF CONGREVE'S SHAMELESS LOVE SCENES MRS. FORESIGHT OPENLY DALLIES WITH MR. SCANDAL WHILE HUSBAND FRETS ABOUT HIS HEALTH IN A MIRROR

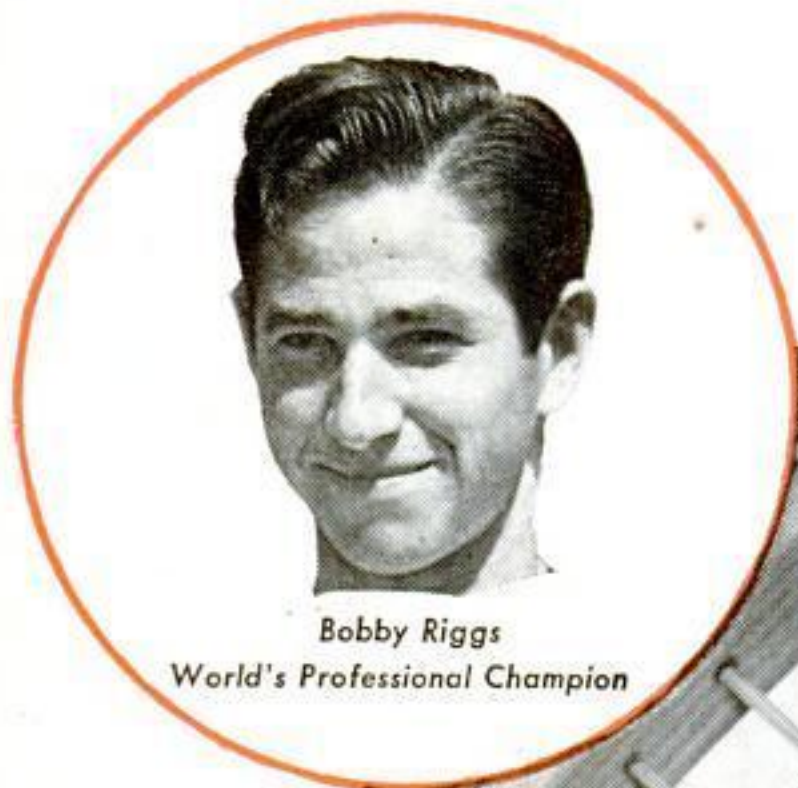
"LOVE FOR LOVE"

Congreve's witty classic reveals morals of Restoration England

In Wilde's *The Importance of Being Earnest*, (LIFE, March 31), John Gielgud early this spring lightheartedly teased the follies of Victorian morals. Now, on Broadway, this brilliant English actor-director offers *Love for Love*, which brazenly bares the morals of 17th Century England.

William Congreve wrote *Love for Love* in 1695, one of the last of the Restoration plays. Back on the throne after Cromwell's reign, pleasure-loving

Charles II had allowed the theater to react with uninhibited bawdiness from Puritan suppression. Congreve's comedy, a trifling story of the efforts of a London dandy to keep from being disinherited, is a cynical comment on his time. Through it parade a collection of fops, wits and gillflirts who conduct their shameless love scenes with such style (above) and lustiness (p. 61) that they make the 2½-century-old play still seem a lively classic.



Bobby Riggs
World's Professional Champion



Don Budge hits an overhead smash with terrific impact



Alice Marble



Mary Hardwick

IT'S THE *Strata-Bow* IN ACTION!

Reg. U. S. Pat. Office

The Wilson *Strata-Bow* frame, a perfect combination of balance, "feel" and strength, is built to take it.

Wilson "Strata-Bow" rackets—made only by Wilson—are available in a complete price range including the "Famous Player" series featuring Bobby Riggs, Don Budge, Alice Marble, Mary Hardwick and Ellsworth Vines. The victorious players in the de-

cisive matches that secured the 1946 Davis Cup for the United States, played *Strata-Bow* exclusively.

Team up with the leader. Play a Wilson *Strata-Bow* Racket and the new Wilson Championship Ball—and you play the best!

The fine gut used in Wilson Tennis rackets is processed by Wilson & Co., packers, Chicago, Illinois

Wilson Sporting Goods Co., Chicago, New York and other leading cities
(A Wilson & Co., Inc. subsidiary)

Wilson

IT'S WILSON TODAY IN SPORTS EQUIPMENT

Players mentioned are retained as members of the Wilson Advisory Staff.

Back again! Natural rubber now in the Wilson 1947 Championship Tennis Ball, pressure packed in sealed cans





LOVE LESSON begins when philandering Mr. Tattle (Cyril Ritchard) tutors innocent Miss Prue (Jessie Evans). First rule is to say no when she means yes, and always appear disdainful.



AN EAGER PUPIL, Miss Prue forgets to act disdainful, and does her homework with gusto. Says she to her up-ended tutor, "I like it better than our old-fashioned country way. . . ."



"MAKE ME HAPPY by giving me a kiss," says Tattle. "No, indeed," says Prue. But then, following her lessons, she kisses him. Tattle teaches her to make a man plead for her kisses.



"SHOW ME, pretty miss, where your bedchamber is," says Tattle. "No . . ." says Prue, pointing to the door, "but I'll run there and hide myself from you behind the curtains."



"I'LL FOLLOW YOU," says Tattle. Prue replies, "I'll hold the door with both hands . . . you shall push me down before you come in." Tattle says, "I'll push you down afterwards."



THE LESSON ENDS a few seconds later when Prue, interrupted by her nurse, rushes from her chamber, followed by a frightened Mr. Tattle with his wig askew and one shoe off.

CONTINUED ON NEXT PAGE

CAN YOUR SCALP PASS THE
**"FINGER-NAIL
(F-N) TEST?"**



TRY IT! Scratch your head. If you find signs of dryness, loose ugly dandruff, you need Wildroot Cream-Oil hair tonic. Grooms hair . . . relieves dryness . . . removes loose dandruff! Contains soothing Lanolin, an oil resembling the natural oil of your skin.

**YOUR HAIR CAN LOOK
LIKE THIS WITH NEW
WILDROOT
CREAM-OIL**



A LITTLE WILDROOT CREAM-OIL does a lot for your hair. Keeps your hair well groomed all day long. Leaves no trace of that greasy, plastered down look. Makes your hair look and feel good.

**NON-ALCOHOLIC
CONTAINS
LANOLIN!**

AGAIN AND AGAIN the choice of men who put good grooming first—that's Wildroot Cream-Oil. No wonder 4 out of 5 new users from coast to coast said they preferred it to any other hair tonic they had used before. Ask for it at your barber or drug counter.

IMPORTANT: Smart women use Wildroot Cream-Oil for quick grooming and for relieving dryness. Wildroot Cream-Oil is excellent for training children's hair.



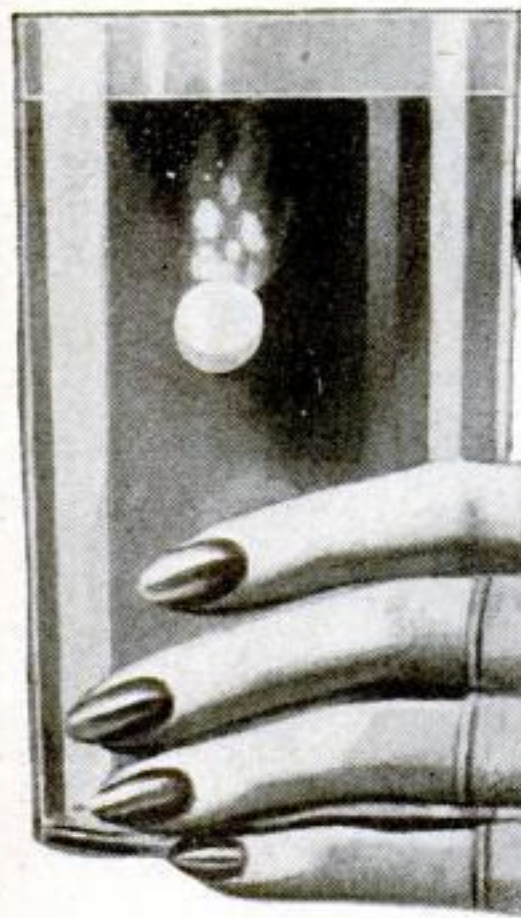
TUNE IN . . . 2 Network Shows!
"The Adventures of Sam Spade" Sun. evenings, CBS Network; "King Cole Trio Time" Sat. afternoons, NBC Network.

IT HAPPENS IN TWO SECONDS



Within two seconds after leaving the bow, an archer's arrow has raced 300 feet through space!

Test shows how fast Bayer Aspirin disintegrates in your stomach!



And as this glass-of-water test proves, within two seconds after you take Bayer Aspirin, it's ready to go to work, to bring

FAST PAIN RELIEF



When an ordinary headache, neuritic or neuralgic pain is making you miserable, use Bayer Aspirin for fast relief. As millions know, it's one thing that really works quickly...actually is ready to go to work in two seconds!

The reason Bayer Aspirin gives you this amazing 2-second speed is that when Bayer Aspirin is made, three important steps are taken...not just one.

In addition, Bayer Aspirin's single active ingredient is so remarkably effective doctors regularly prescribe it for pain relief...is so wonderfully gentle to the system mothers give it even to small children on their doctors' advice.

So ask for genuine Bayer Aspirin... and use it with confidence! Don't forget — of all pain relievers, none can match its record of use by millions of normal people...without ill effect!

Always ask for genuine

BAYER ASPIRIN

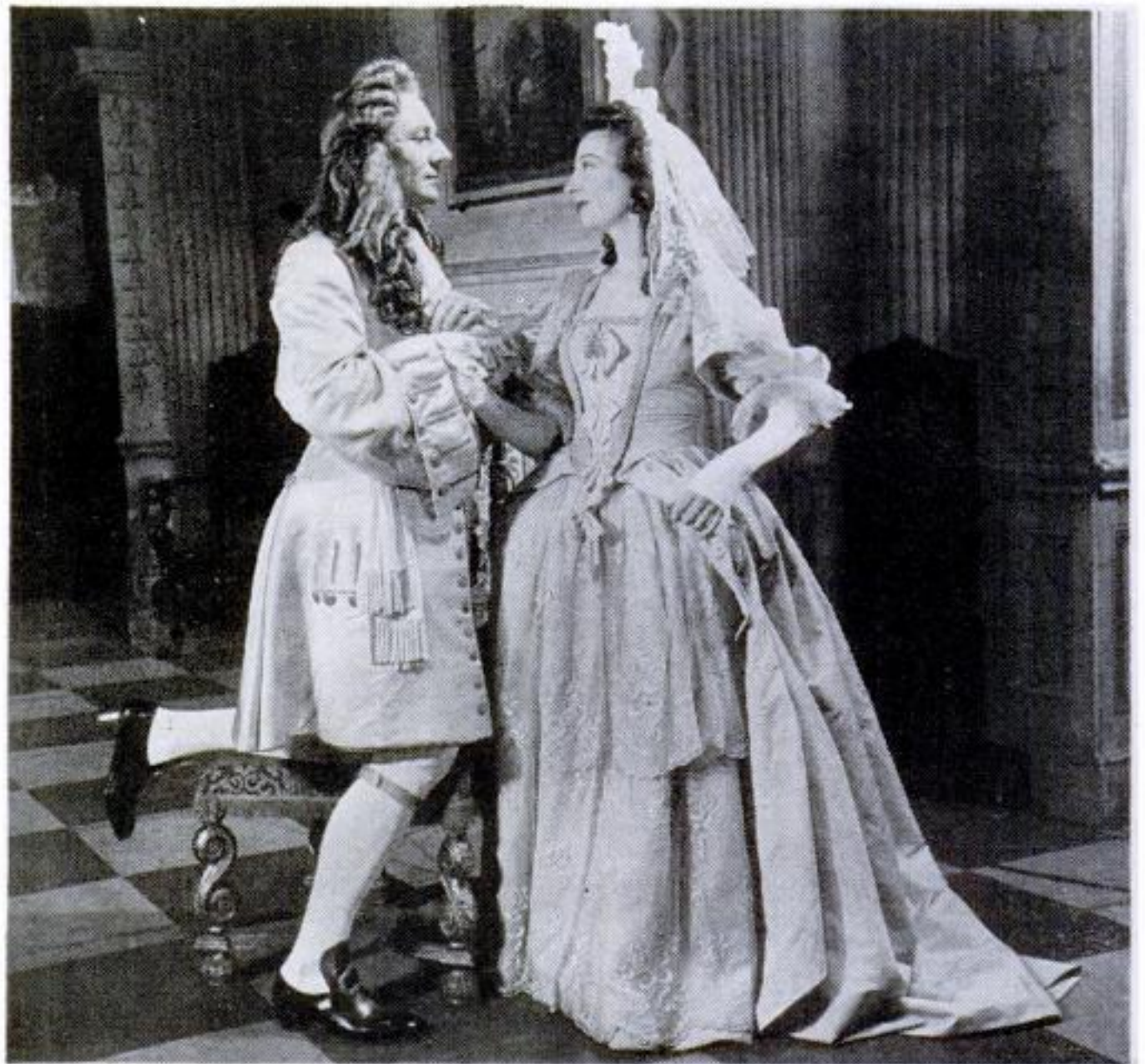
"Love for Love" CONTINUED



LUSTY SAILOR Ben (Robert Flemyng, center), home from sea, shocks his father's friends by his proposal to Mrs. Frail on his left. Says he, "I should like such a handsome gentlewoman for a bedfellow hugely." But Ben's father, on his other side, wants Ben to wed Prue (right), who loves Mr. Tattle.



HERO of the play is a witty London playboy, Valentine (John Gielgud, center) who squanders money on parties and girls. Pretending to be insane, he rises from bed and points wildly at his father (Malcolm Keen), hoping thus to be exempted from signing a document depriving him of his father's fortune.



THE TRUE LOVERS, Valentine and Angelica (Pamela Brown), regard each other with high esteem, which offsets some of Congreve's cynicism concerning most love affairs. When Angelica discovers that Valentine is willing to give up his fortune because of his love, she saves his fortune and they are united.

* *Jantzen*

has the world sunning



this is our good deed for the year...

man-tailored shorts and shirts that you really can wear in the sun, that hold their line, color, finish, stand the strain of play, make you look and feel wonderful and smart and able.

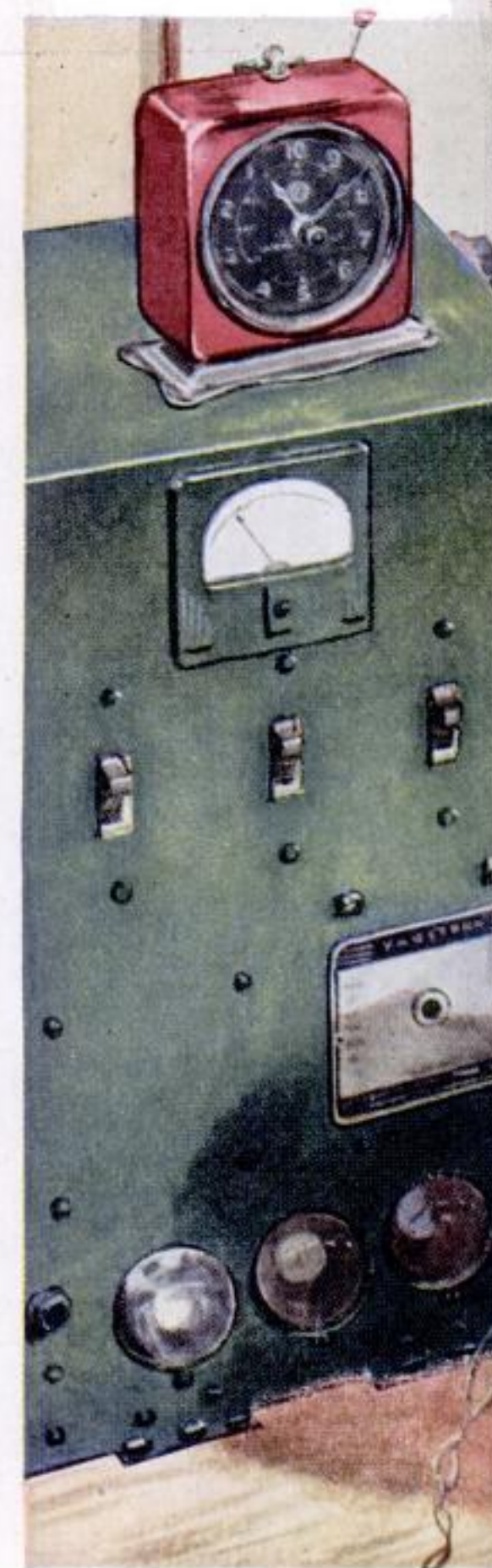
Her shorts are "Tegra" rayon, a Labtex fabric 5.95...his are water-repellent rayon and cotton, satin-backed 4.95...

finest two-ply combed cotton tee shirts 2.95.

Other sun clothes 2.95 to 7.95.

TAN with JAN... for glorious copper-tan use new Jan sun oil or Jan protective cream lotion

You don't stay first
unless you're best



We put the teakettle in this picture to remind you that on a hot day at high speeds tires actually get hotter than 212°F., the temperature at which water boils!

Since heat is the greatest single cause of tire failure, you want the coolest-running tires you can get—tires that resist heat.

That's why Goodyear checks every batch of rubber that goes into Goodyear tires to make sure you get cooler-running tires that roll up extra mileage. Here's how it's done . . .

First—every year for 32 years

GOODYEAR



strange apparatus shown above gives rubber a fever and then takes its temperature.

Rapid vibration builds up heat in the small block of rubber much as heat is built up in a tire on a moving car. By measuring the heat rise at regular intervals over a definite period of time, the liveliest, most heat-resistant compounds can be selected for Goodyear tires.

This is still another of the many reasons why Goodyear tires roll on for thousands of miles after lesser tires have failed. It is added evidence as to why Goodyear holds its place as America's first-choice tire for the 32nd consecutive year.



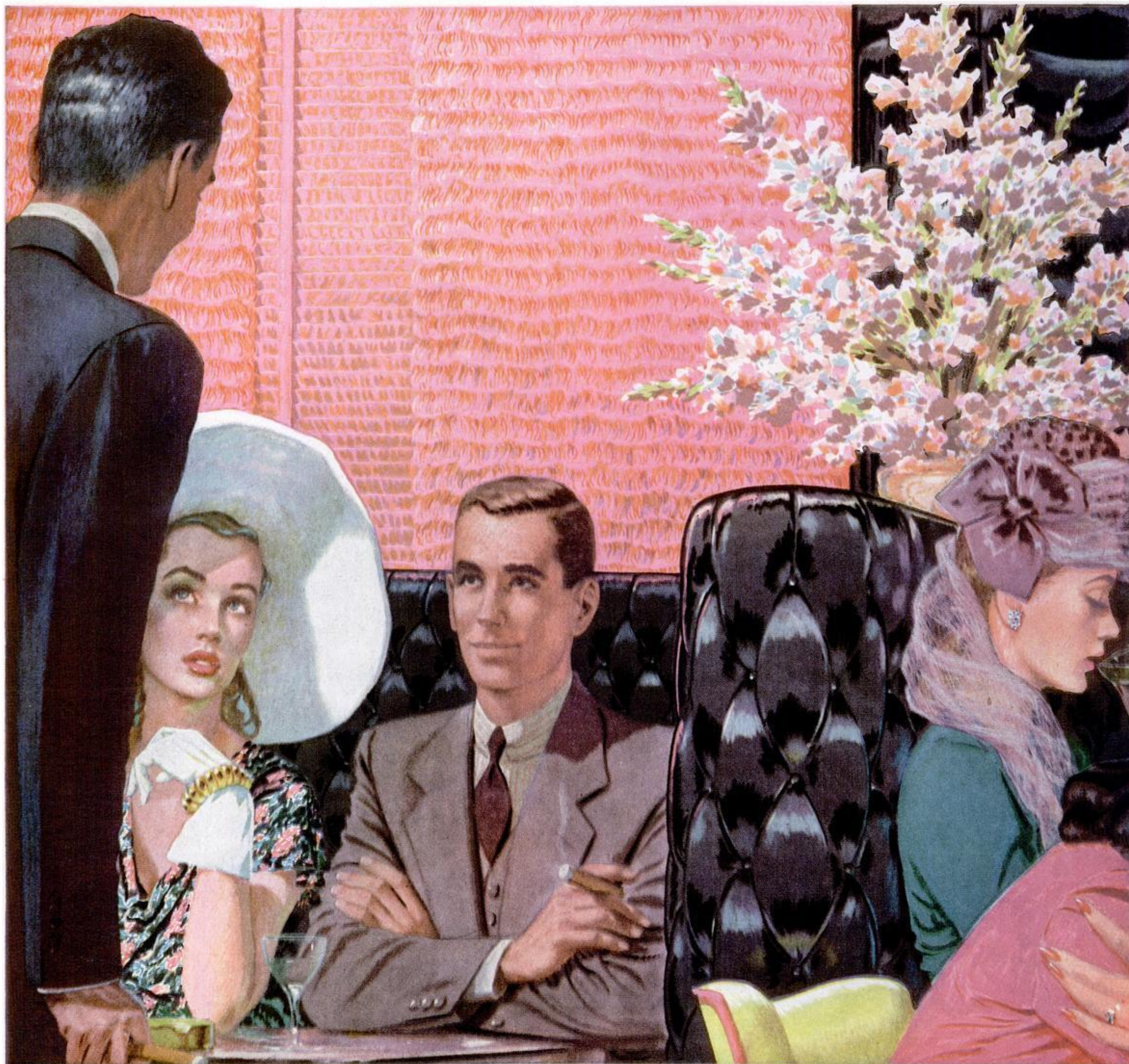
More people ride on
Goodyear tires than
on any other kind

MORE MILEAGE FOR YOUR MONEY

New tires deserve new tubes. Get both from your Goodyear dealer—your Tire Service Headquarters.



YEAR



At the St. Francis in San Francisco

- Famed for its hospitality, the St. Francis Hotel in San Francisco makes a luxurious setting for the enjoyment of a luxury cigar — Webster. While available in five different sizes, each Webster is made of 100% long Havana, bound in top-quality Broadleaf and wrapped in finest Connecticut shade-grown.
- Websters never vary in taste, the blend is never changed. This year we expect to provide 90,000,000 of these flavory, mild cigars. Try a Webster after lunch or dinner. Sold wherever fine cigars are sold.

WEBSTER CIGARS
EXECUTIVE AMERICA'S TOP CIGAR

Golden Wedding, 15c • Chico, 15c • Queens, 18c • Fancy Tales, 25c • Directors, 35c

ADV. BY H. W. AYER

A PRODUCT OF THE WEBSTER TOBACCO COMPANY, INC., NEW YORK

ANIMALS

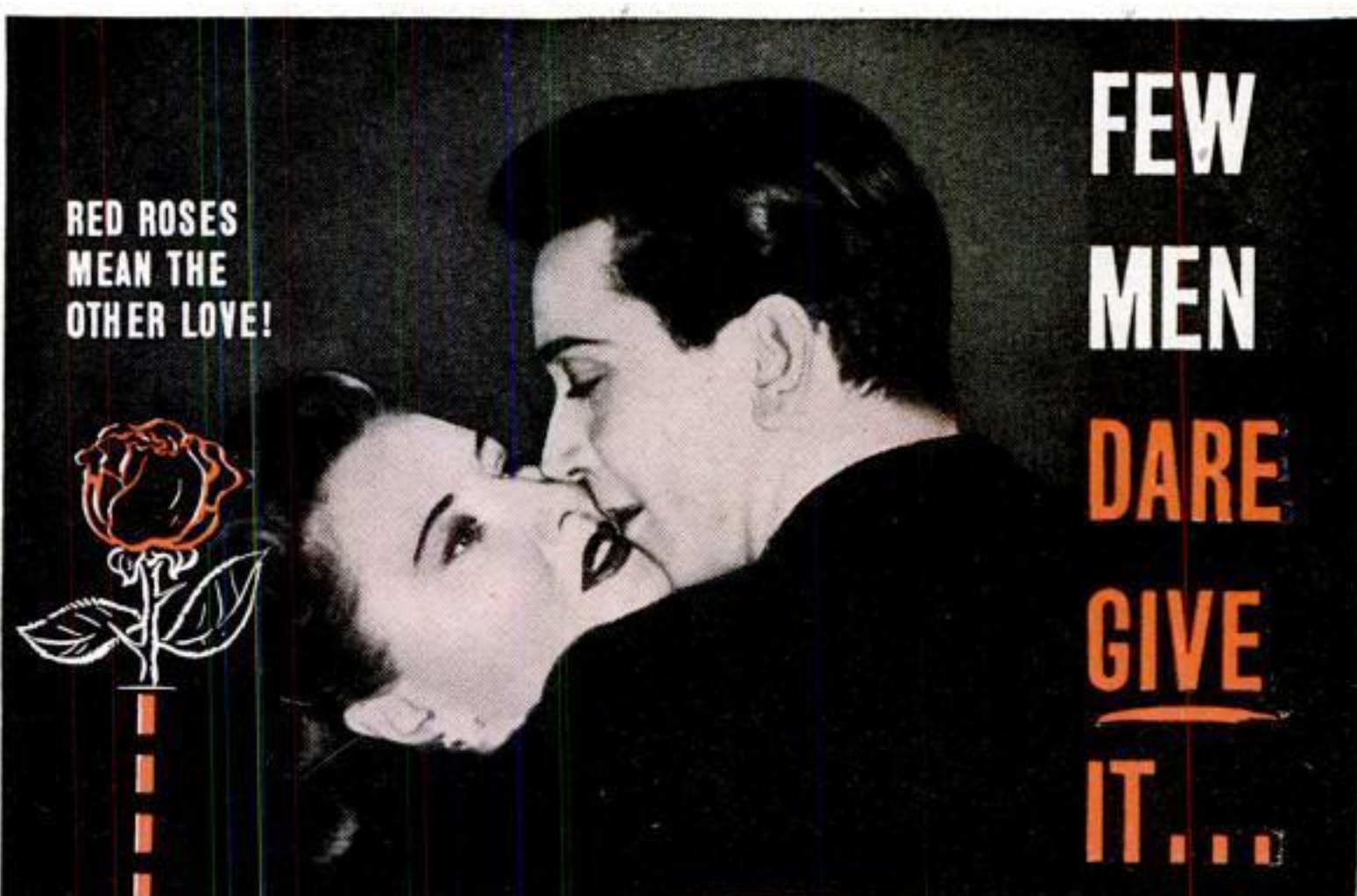
OWL BRINGS RAT HOME

Parent bird prowls at night to feed its young

Like all barn owls, the bird shown below is both a night prowler and a good provider. With five young owls sitting hungrily in a barn near Springdale, Ohio, it went out one evening, hovered quietly over a nearby field, swooped down and hooked a half-grown Norway rat with its ugly talons. Heading home, it killed the rat aloft with a hard bite in the neck. By the barn the owl paused on a tree limb and the photographer took this remarkable portrait. Then it dropped the rat in front of the owlets, one of which swallowed it in one gulp—skin, bones and all.



FEW
WOMEN
DARE
LIVE
IT...



ENTERPRISE STUDIOS
present

BARBARA
STANWYCK • DAVID
NIVEN

in the daring unpublished story by

Erich Maria Remarque
who wrote "Arch of Triumph"

THE other LOVE

WITH RICHARD CONTE

GILBERT ROLAND • JOAN LORRING • LENORE AUBERT
MARIA PALMER • NATALIE SCHAFER

SCREEN PLAY BY LADISLAS FODOR AND HARRY BROWN • ADAPTED FROM THE SHORT STORY
"BEYOND" BY ERICH MARIA REMARQUE

DIRECTED BY ANDRE de TOTH • A DAVID LEWIS PRODUCTION

A UNITED ARTISTS RELEASE

SOON
TO BE
SEEN AT
LEADING
THEATRES



BLACK WOOL CALTEX SUIT WORN BY LEAPING DIANE VAN DUSEN HAS SAW-TOOTH EDGING, MATCHING PANTS, FULL-LENGTH ZIPPER



ELASTICIZED BACK IS BUILT FOR ACTION



MILDRED ORRICK'S SUIT IS WHIMSICAL

BATHING

They are one-piece,

After meekly following where Paris led in the matter of longer skirts and padded hips for dresses, American designers are now taking a firm stand of their own on the matter of bathing suits. Repudiating the well-publicized French philosophy of the scantier the better, they have brought back the one-piece bathing suit, improved in its present version to fit "like a second skin."

One-piece suits are more flattering, U.S. experts maintain, because they camouflage waistline bulges, play up long American legs and, most important, offer unlimited opportunities for built-in, figure-flattering gadgets. Underneath the seemingly simple yard of material that makes up the 1947 suit is concealed



SATIN TWILL SUIT BY BESTLYNE HAS SKIRT IN FRONT AND SNUG-FITTING SHOULDER STRAPS. IT IS GUARANTEED NOT TO "RIDE UP"

SUITS

tight and tricky

a multitude of ingenious engineering tricks: built-in wire brassieres, stretchable shoulder straps, skirts that streamline hips like a girdle. On the following pages some of these suits are photographed with another new beach appurtenance: portable tents, made from Krene shower curtains mounted on collapsible poles. Where water hoses are available, they can also serve as shower stalls.

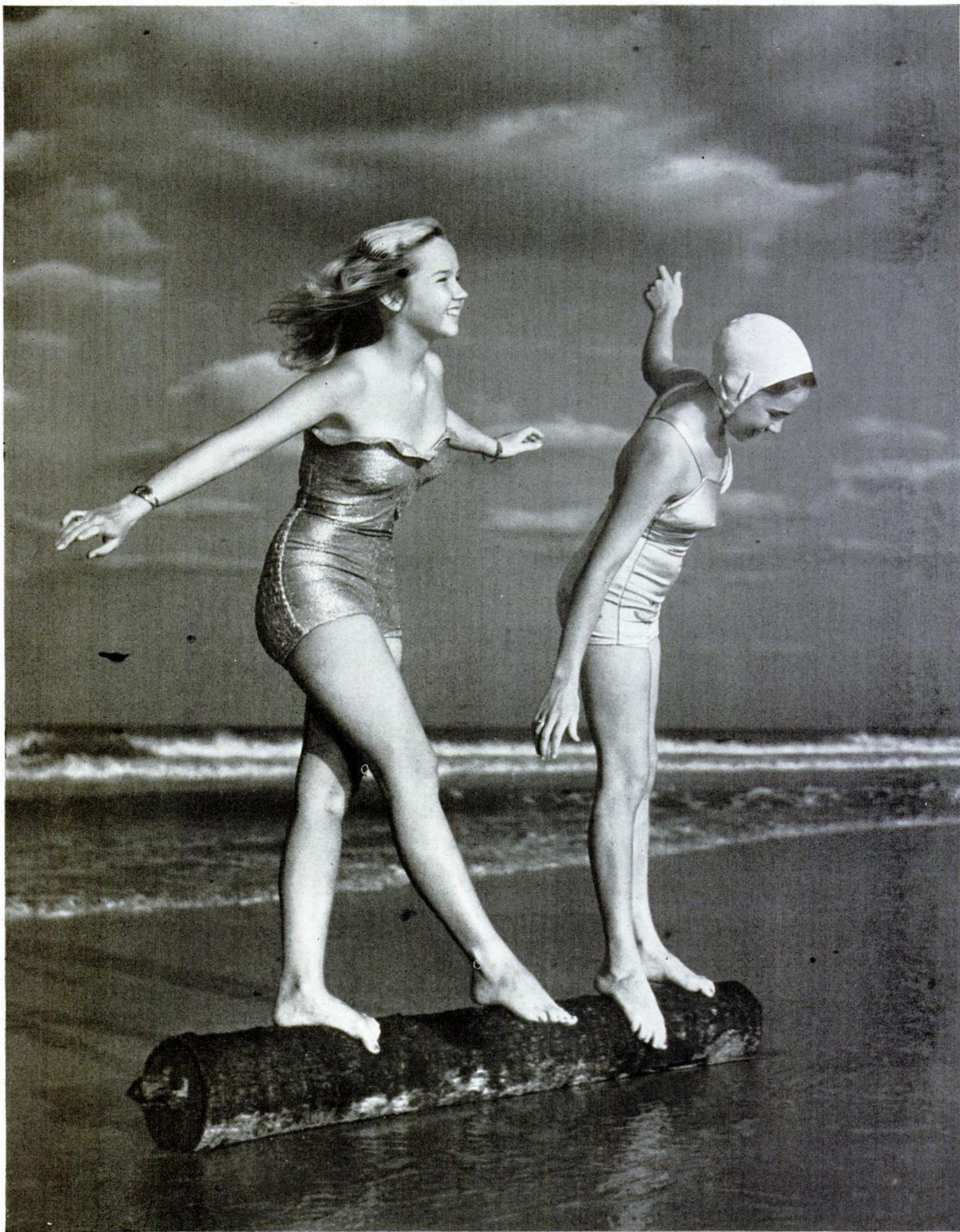
In eulogizing the new one-piece suits in a recent article entitled "Maillot, Suit of the Year," *Vogue* exulted, "Water-wise as a seal... flexible as your own muscles." With so much to offer, it is not surprising to find that bathing-suit prices are at an all-time high, ranging from a hard-to-get \$6.95 to \$89.95.



CLAIRE McCARDELL SUIT IS ELASTICIZED



RAYON SUIT IS ZIPPERLESS, BUTTONLESS

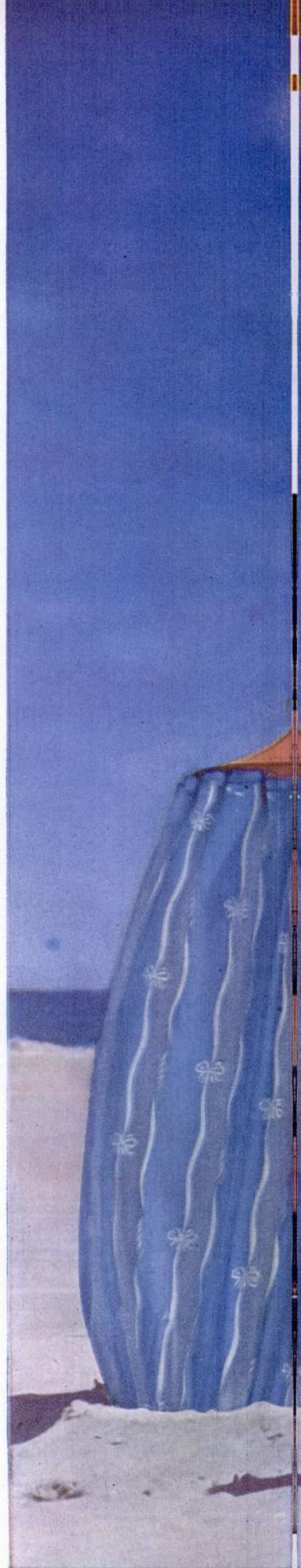


ALUMINUM CLOTH SUIT (*left*), invented this year, will not tarnish or tear, is held up by built-in wire brassiere. The price is \$89.95. Mabs's white Lastex suit at right is decorated with pale-pink cherubs hand-painted on hips.



IN A BILLOWING TENT, made of shower curtains, Martha Mitchell applies sun-tan lotion. Outside, Nance Stilley wears a strapless jersey suit (Lee Knitwear Corp.) held up by a specially designed wired top.

CONTINUED ON NEXT PAGE



PORTABLE SHOWER is created out of tent by attaching a long hose to the nearest city water outlet. Jantzen's traditional knitted suit, reasonably priced at \$6.95, is still the most practical for active swimmers.



PALE SATIN SUIT (*foreground*) is conservative, trim. Bright in background are the Gantner "Coldfire" costumes, visible for 2 miles. The colony of tents by Krene may well become standard beach equipment.

CONTINUED ON NEXT PAGE

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TOSSING CRACKERS to the gulls, Nance and Diane show off a yellow lastex by Rose Marie Reid and Frances Sider's plain-back, printed-front satin. Designer Sider finds one-piece suits flattering to most figures.

*Triumphantly
in One Motion Picture...*

...A LOVE STORY lived to the
world's greatest music... played by
music's greatest artists!

"CARNEGIE HALL"

MARSHA HUNT

WILLIAM
PRINCE

And in the order of
their appearance:

WALTER
DAMROSCH

WALTER
DAMROSCH

THE NEW YORK
PHILHARMONIC-
SYMPHONY
ORCHESTRA

LILY PONS

GREGOR
PIATIGORSKY

STEVENSON

RODZINSKI

RUBINSTEIN

PEERCE

PINZA

MONROE
& HIS ORCHESTRA

HEIFETZ

REINER

STOKOWSKI

HARRY JAMES

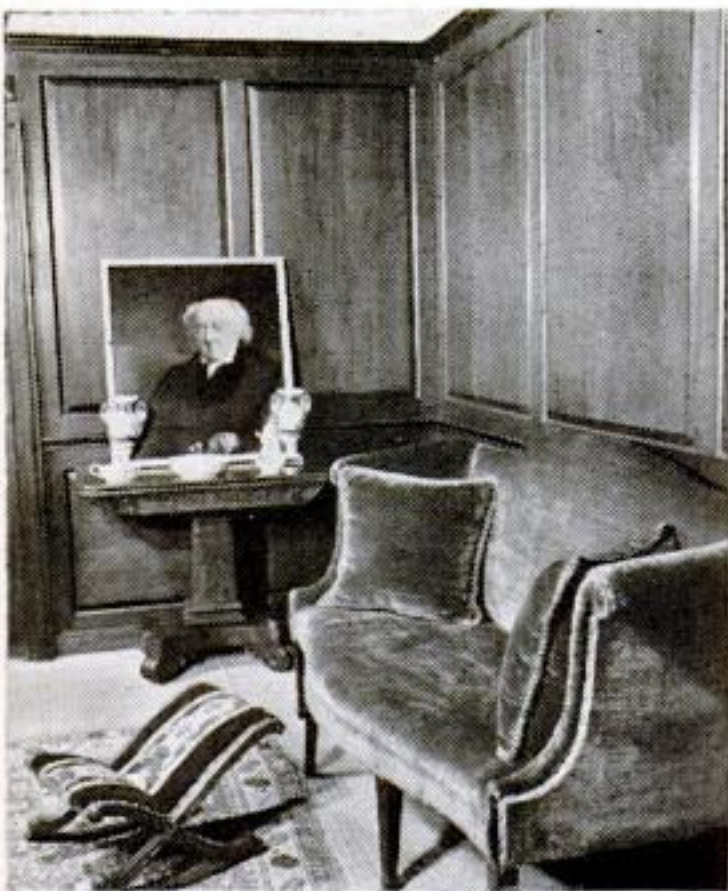
BORIS MORROS presents
"CARNEGIE HALL"

with
FRANK McHUGH
MARTHA O'DRISCOLL
HANS YARAY
OLIN DOWNES
JOSEPH BULOFF

Produced by WILLIAM LEBARON - Directed by EDGAR G. ULMER
Production Supervisor, Samuel Rheiner - Original Story by Seena Owen
Screenplay by Karl Kamb - A FEDERAL FILMS PRODUCTION
RELEASED THRU UNITED ARTISTS



THE OLD ADAMS HOUSE, WHOSE ORIGINAL STAIRWAY AND FLOORS ARE AS FIRM AS WHEN THEY WERE BUILT IN 1731, STANDS STANCH-



PORTRAIT of John Adams overlooks the sofa where he sat as Gilbert Stuart painted.



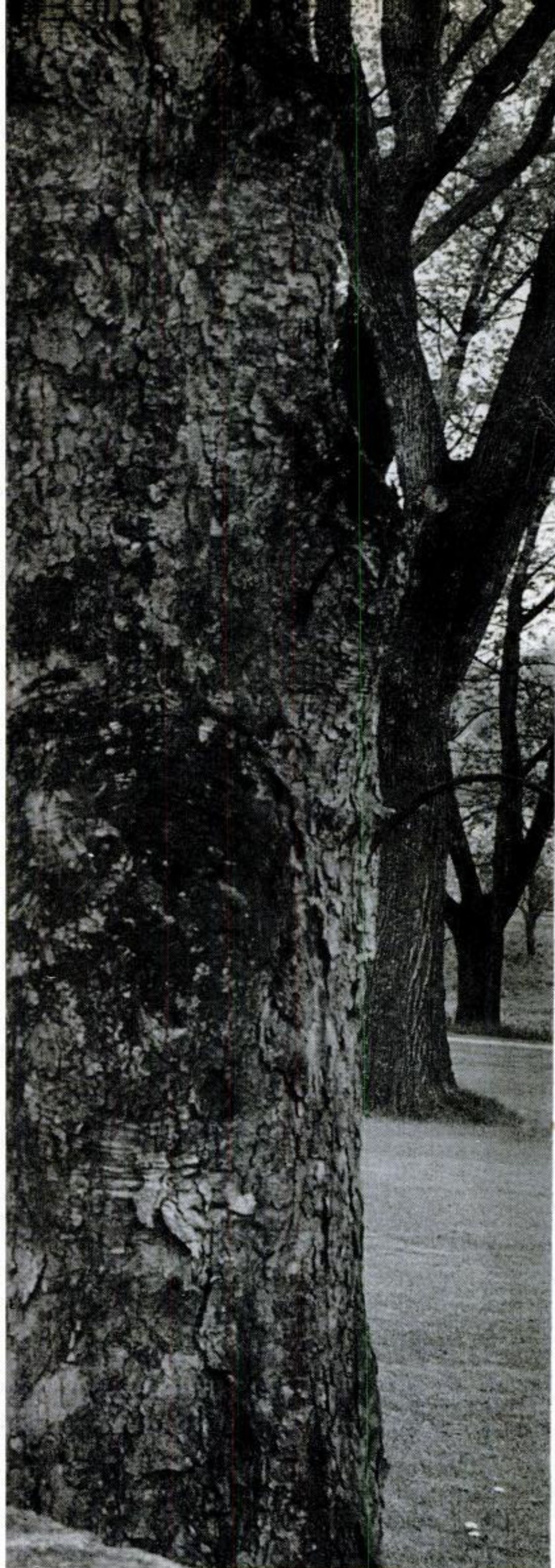
CONGRESSIONAL DESK where John Quincy Adams collapsed is now in library.



DOWN THESE STAIRS John Quincy once mutely led young Henry to school.



DESK in the study used by two Presidents was also used by Brooks and Henry.



LY IN QUINCY, 8 MILES SOUTH OF BOSTON



KNIFE CASES were John Adams'. Wine decanter (center) belonged to John Quincy, has a special pocket for ice.



JOHN QUINCY ADAMS
1767-1848



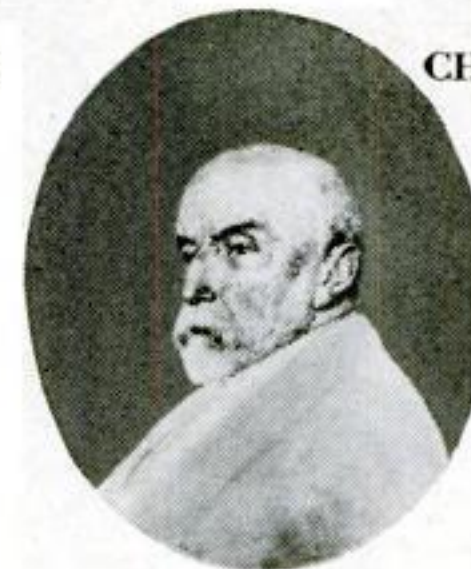
JOHN ADAMS
1735-1826



CHARLES F. ADAMS
1807-1886



BROOKS ADAMS
1848-1927



HENRY ADAMS
1838-1918

ADAMS HOUSE

Home of a historic family is now a national shrine filled with relics of its famous sons

Architecturally the big, comfortable house at left is a good but not distinguished specimen of 18th Century American style. Historically it is one of the few truly great American houses. It is the ancestral home of the Adams family of Quincy, Mass., which perhaps more than any other single family has figured in and made U.S. history. Ironically, for a house which sheltered some of the most ardent of American patriots, it was built by a Tory planter in 1731. John Adams, the first nationally distinguished member of the family, bought it in 1787. He was an ambitious, strong-willed young attorney who once defended John Hancock on a charge of wine-smuggling shortly before the American Revolution but who also defended the British troops who fired on Americans in the Boston Massacre. A signer of the Declaration of Independence, he was influential in securing Washington's appointment as commander in chief when hostilities broke out. When they ended he helped draft the peace treaty, became first Minister to England and then Vice President under Washington. He succeeded Washington as second President in 1797. In 1801 he retired to the house he had christened Peacefield, a title that for him held eloquent connotations, where he died in his study on July 4, 1826, the 50th anniversary of the Declaration he had signed.

Peacefield, known to all succeeding generations of Adamses as the "Old House," passed to his son, John Quincy Adams, who had already followed his father into the White House as the sixth President. Later John Quincy became a militant antislavery congressman from Massachusetts. He died in 1848 shortly after collapsing with a stroke at the congressional desk he refused to leave (second picture from left).

His son, Charles Francis Adams, inherited the house and became Lincoln's notable Minister to

England during the Civil War. He successfully prevented Britain from delivering two "ironclads" with which the Confederate government might have broken the North's blockade. When Charles Francis died after retirement to the Old House, to which, like the others, he made additions, its ownership passed to his sons. Two of them, Henry and Brooks, were prodigious writers and searching historians. Both did much of their writing at the Old House and it figures prominently in *The Education of Henry Adams*, which describes one period in which young Henry's refusal to go to school came to the attention of the sixth President (center picture, left).

Over the years in which they were born, married and died in it, these generations left in the Adams house many fascinating relics: the portraits of George and Martha Washington which John Adams commissioned Edward Savage to paint for \$46.67 (the receipt is still on the back of the canvas), the cradle (p. 78) that rocked five Adams generations, the clock bought from Willard of Lexington around 1770 (still running), the collection of family canes at the foot of the stairs, two gilt chairs Charles Francis bought at an incongruous White House sale of President James Madison's furniture, the zodiacal globe that delighted John Quincy, the prolific Adams diaries and journals.

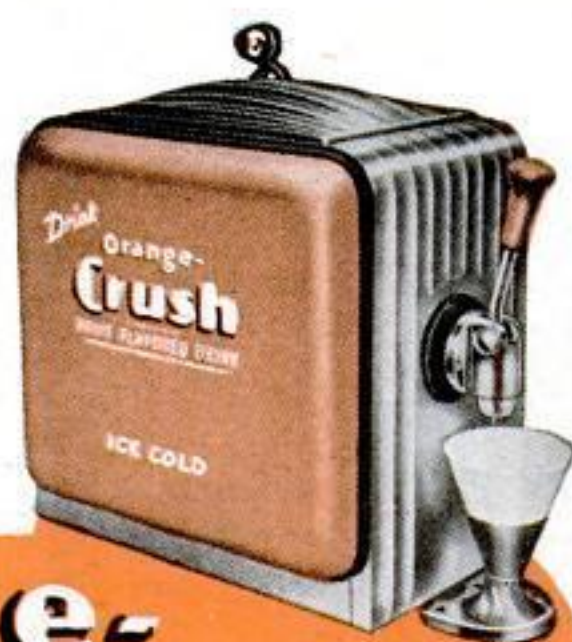
Shortly before Brooks Adams died in 1927 he expressed a hope that the Old House might remain as the last Adamses left it. The wish was fulfilled. The house was maintained privately for about 20 years by the Adams Memorial Society until last December, when it became in fact what it had been unofficially for years: a national shrine. Now under the auspices of the National Park Service, the Old House will be visited by several thousand people this year. In it they will see how a great American family lived.



**"Me for
CRUSH"**



Filtered water... juice of tree-ripened Valencia Oranges, flavor of orange peel, citric acid from lemon juice, sugar syrup... that's Orange-CRUSH!

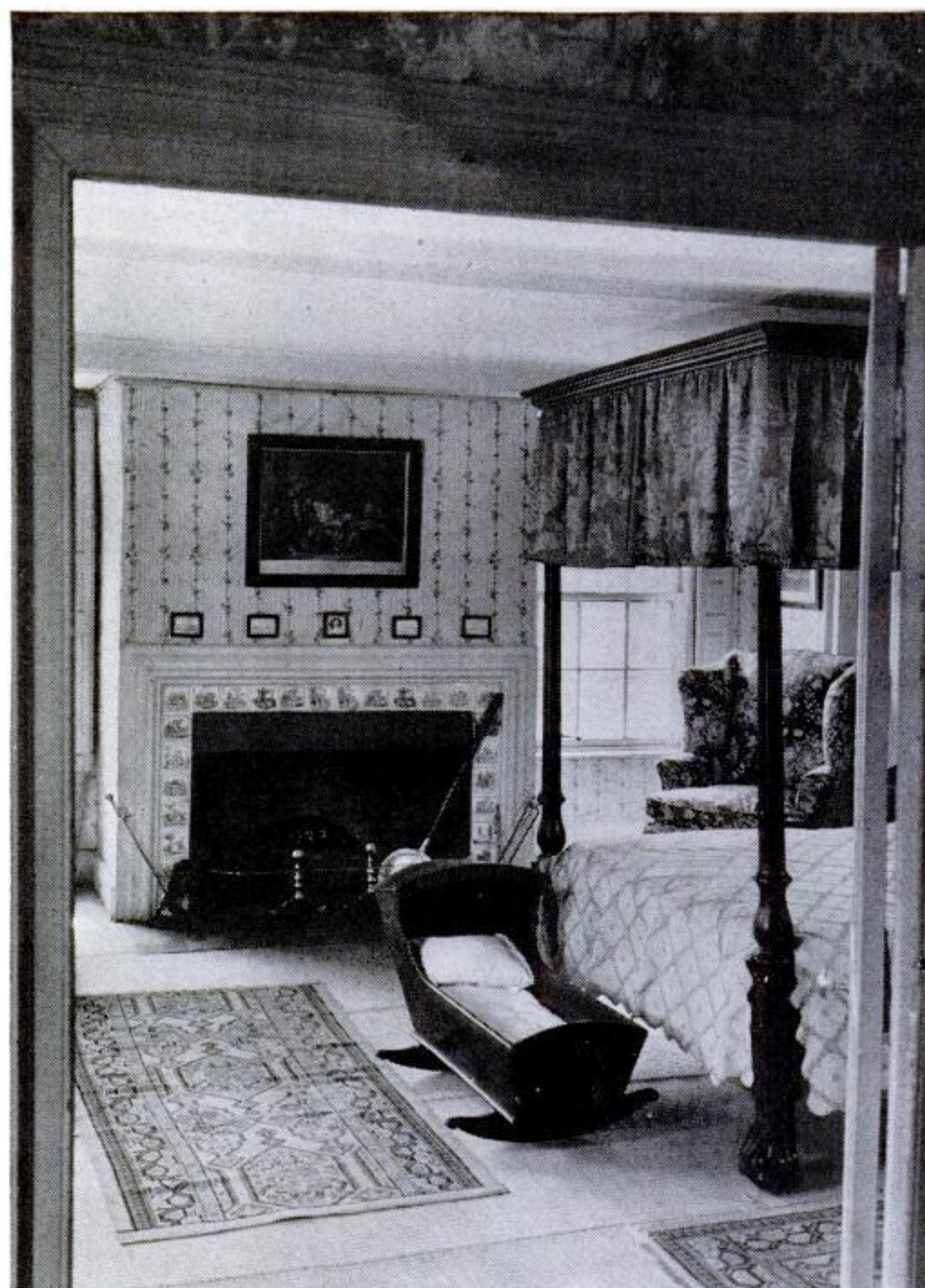


**Orange-
Crush**

T. M. REG. U. S. PAT. OFF.
FRUIT-FLAVORED DRINK

Served Ice-Cold From This Dispenser

ADAMS HOUSE CONTINUED



WEST BEDROOM contains fine tiled fireplace, cradle that rocked two U.S. Presidents, the big bed in which two Abigail Adamsses died, in 1818 and 1889.



ADAMS LIBRARY is in a separate building which was put up by Charles Francis Adams in 1870 to house the family's prodigious collection of books.

YOUR VACATION

WILL BE

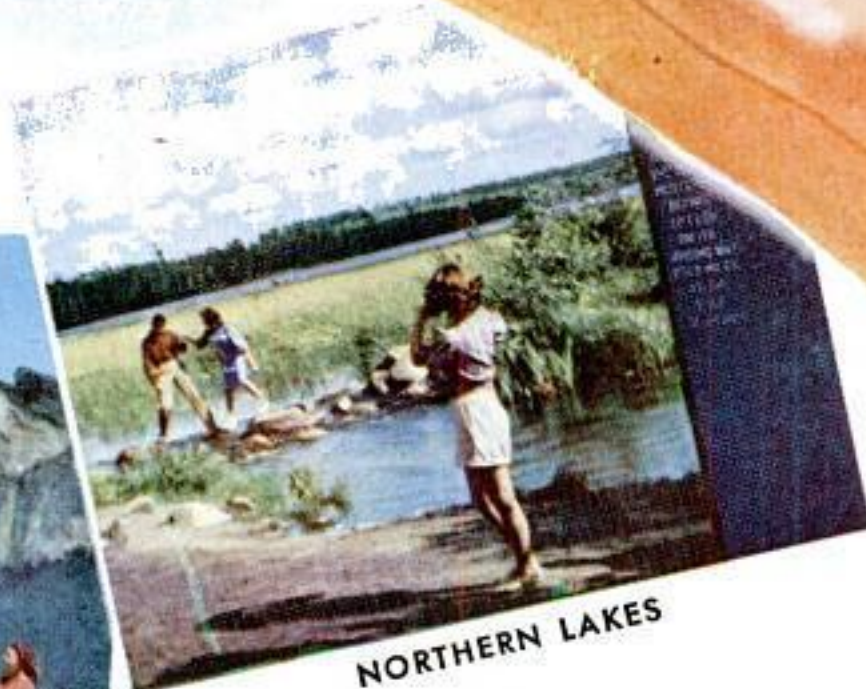
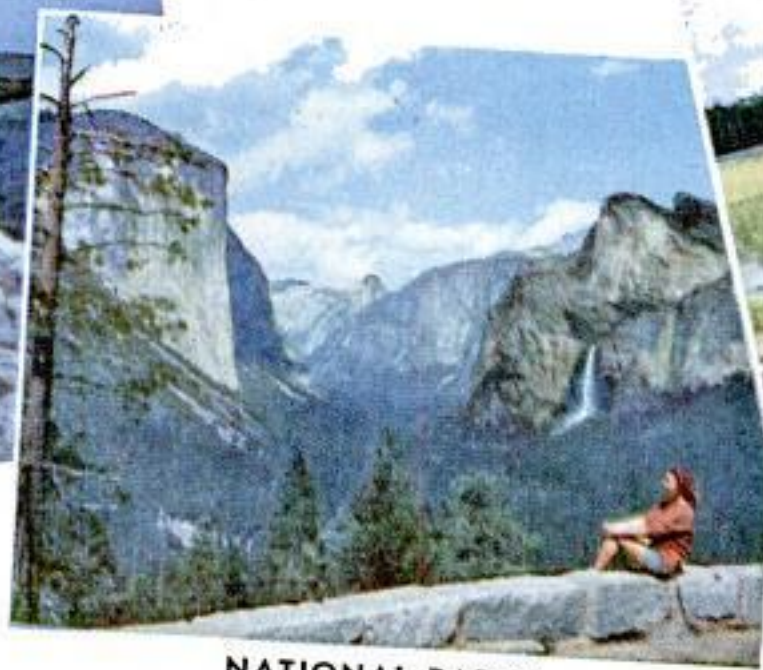
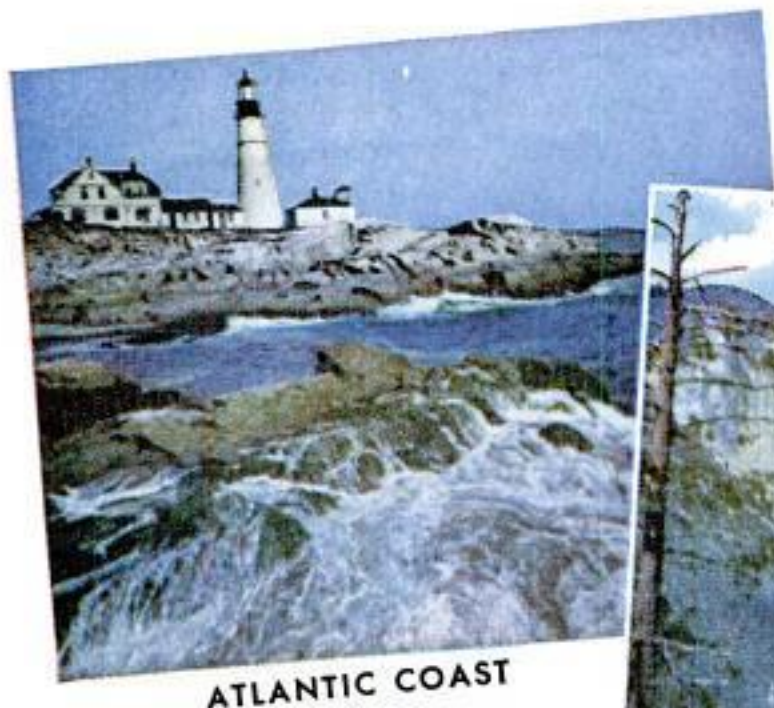
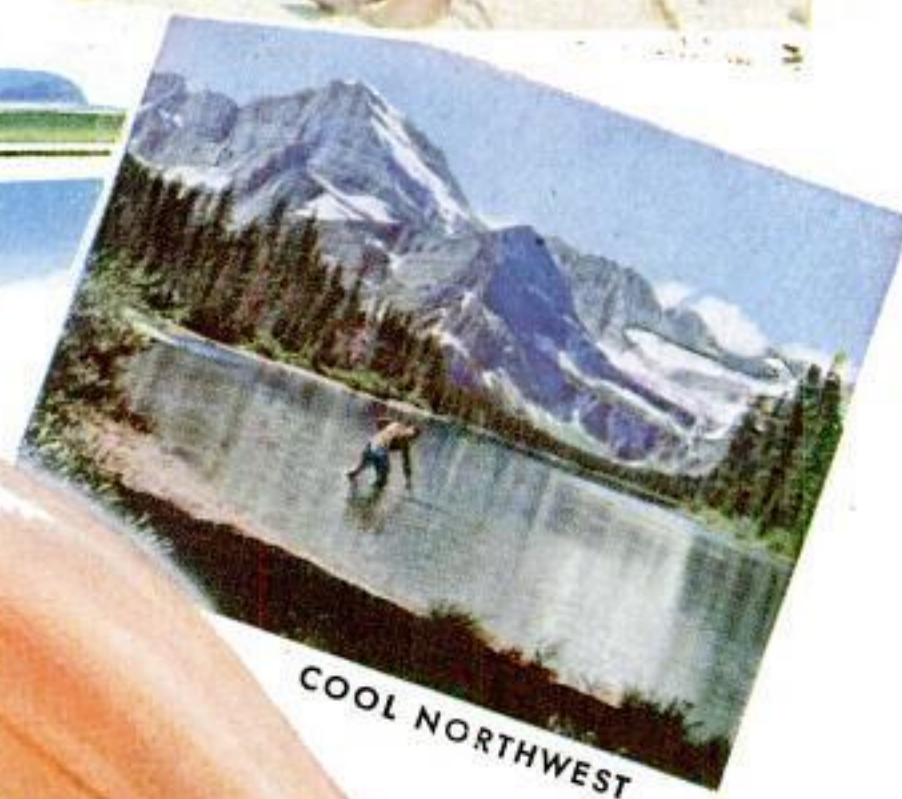
Easy to Take

—when you take it by **GREYHOUND**

EASY TO TAKE! These three little words seem to sum up vacation trips by Greyhound—and here are the reasons why...

It's *Easy to Find* the right schedules—Greyhound buses leave so frequently, at such convenient hours. • It's *Easy to Reach* the choicest vacation places, since Greyhound serves all 48 States, Canada, Mexican border cities. • It's *Easy to Relax* in deeply-cushioned, recliner-type chairs.

Easy on the Eyes are the highway beauty spots, seen best by Greyhound... and *Easy to Like* are the congenial, cosmopolitan people who travel by bus. • *Easy to Buy* are Greyhound tickets, offering great big savings on almost any trip... *Easy to Plan* is your outing, with the help of a friendly Greyhound agent. Phone or call on him—and soon!



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YOU MEET THE REAL AMERICA



MUSICAL IN MAYOR POWEL'S HOME, PHILADELPHIA, 1793*

Philadelphia

BLENDED WHISKY

The Heritage Whisky

A HERITAGE TO REMEMBER



"A person here has invented the prettiest improvement in the forte-piano I have ever seen. It has tempted me to engage one for Monticello . . ."

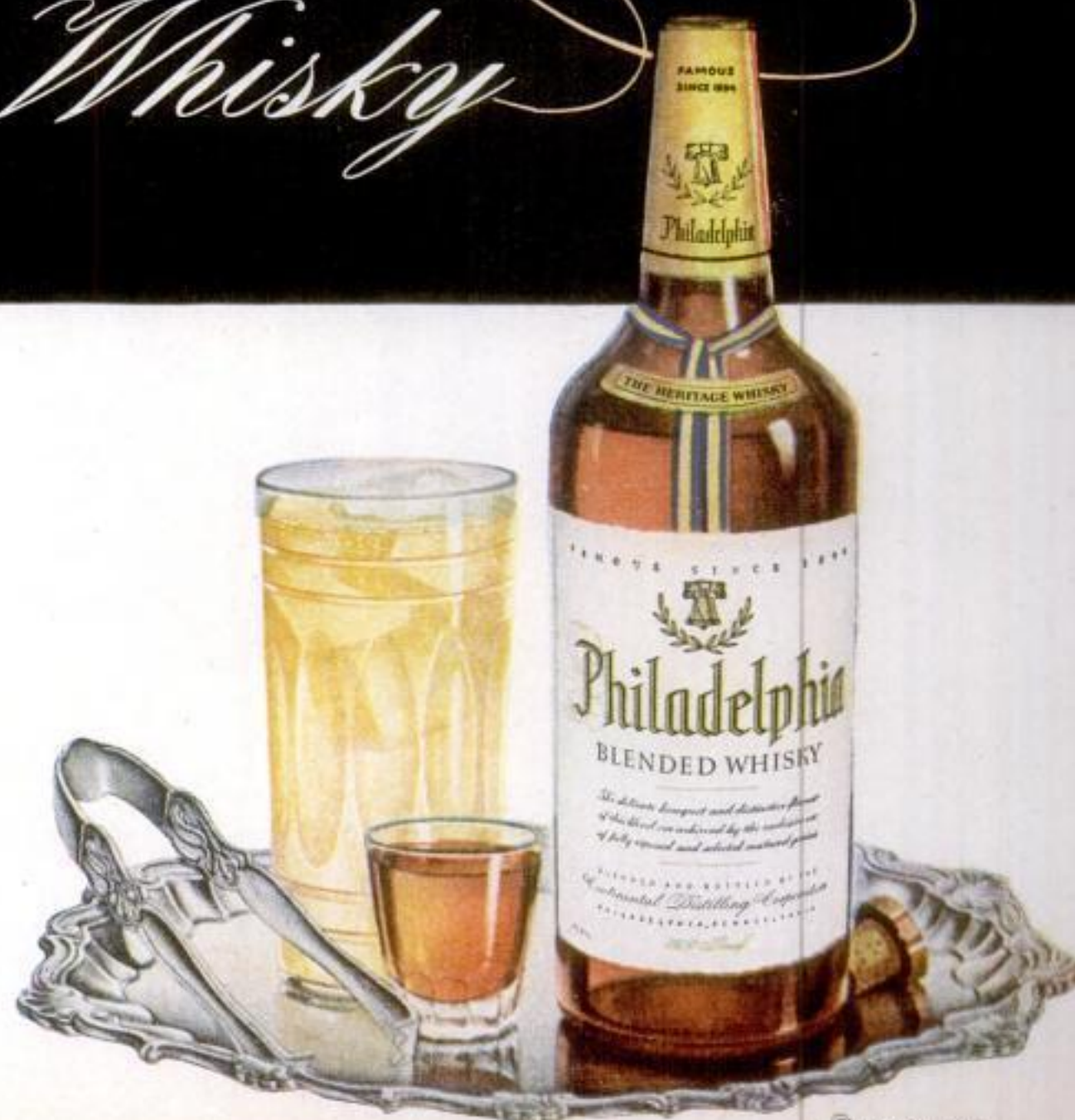
LETTER FROM THOMAS JEFFERSON TO MARTHA JEFFERSON RANDOLPH

High standards of culture and pleasant living graced the hospitality of early Philadelphia . . . a tradition which finds its genial counterpart today in Philadelphia Blend, The Heritage Whisky. Here is

whisky so serene, so gracious of flavor, you might cherish every delicious drop to serve on very special occasions. Yet, fortunately, you can afford to enjoy Philadelphia Blend, regularly and often.

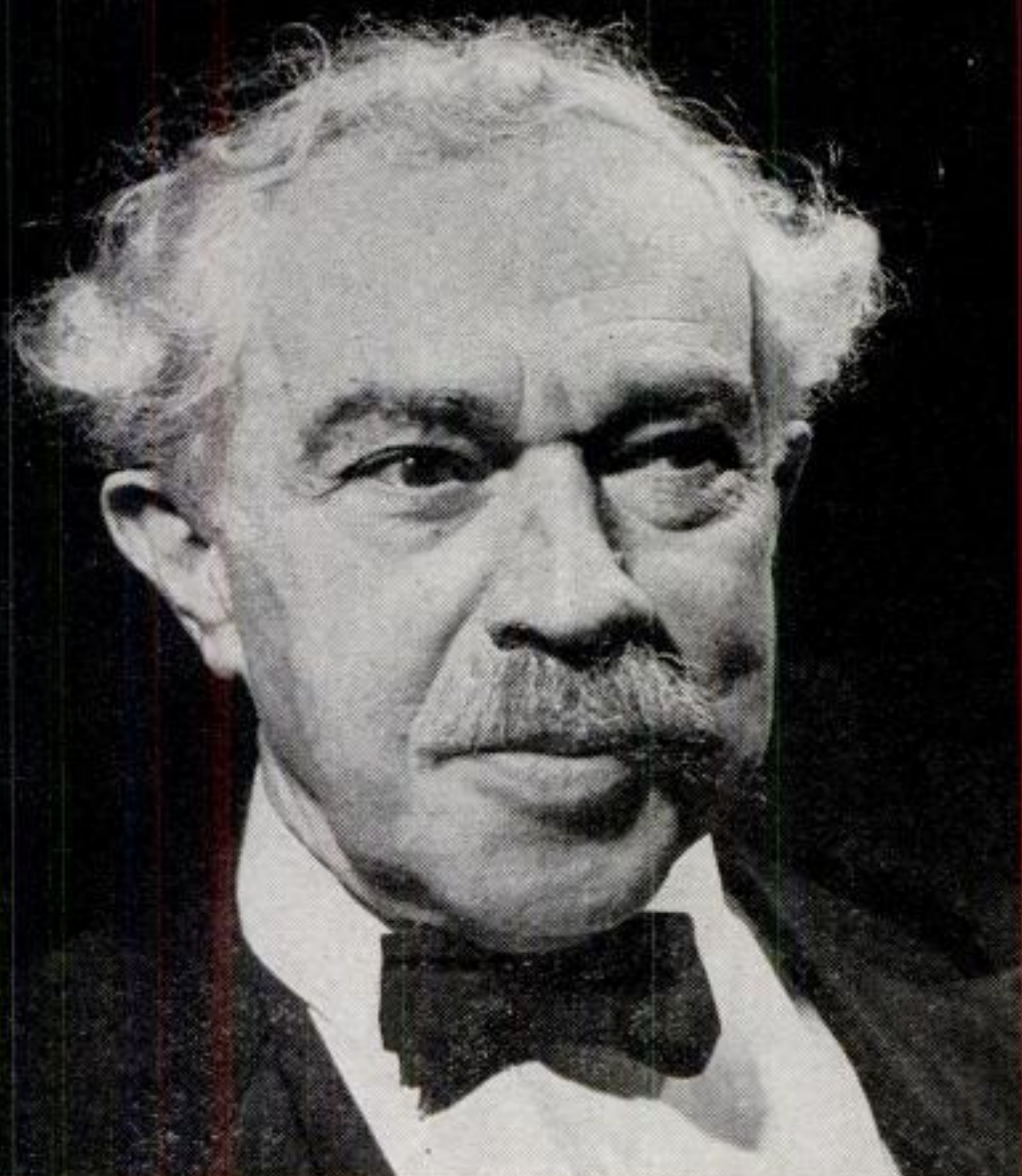
86.8 PROOF • 65% GRAIN NEUTRAL SPIRITS • CONTINENTAL DISTILLING CORPORATION, PHILA.

*From a Series of Historic Paintings Designed for "Philadelphia"—The Heritage Whisky—Famous Since 1894



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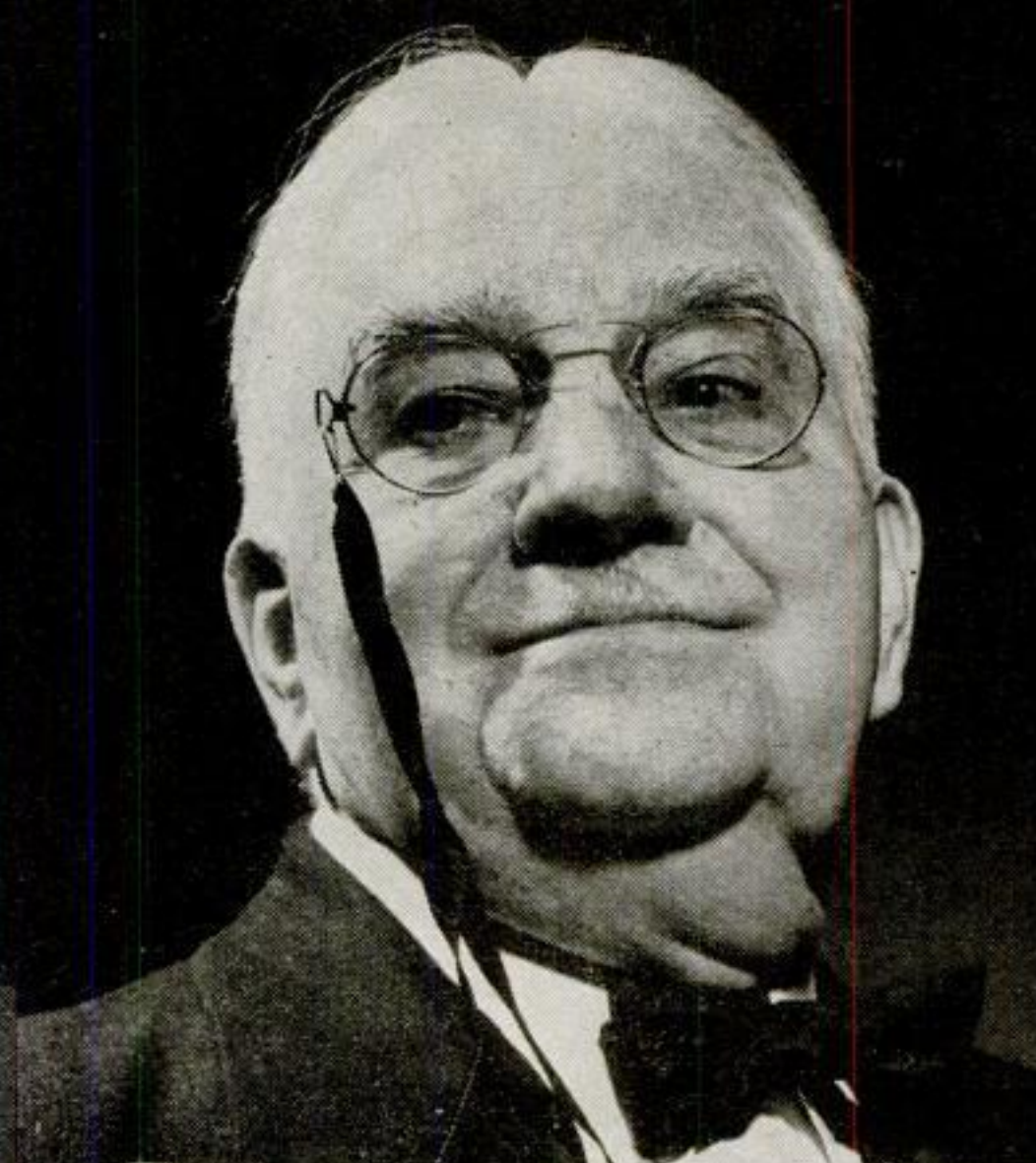
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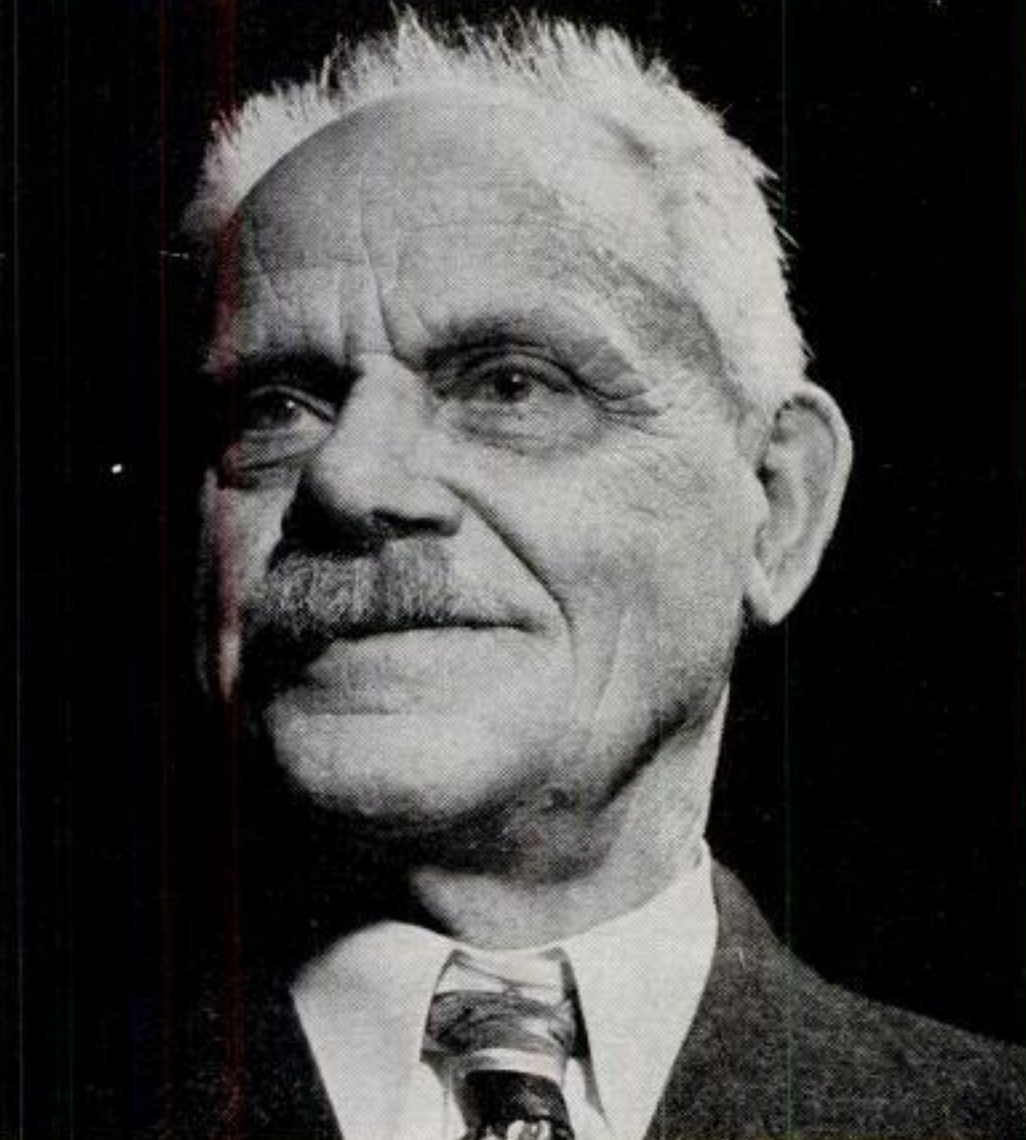
75-YEAR-OLD Dr. Heinrich F. Wolf of New York City has practiced for 50 years, 10 in Austria and 40 in the U.S. He is a specialist in physical medicine.



75-YEAR-OLD Dr. Lewis H. Marks of Poughkeepsie, N.Y. has practiced 51 years, still sees 25 patients a day. He first worked in a Civil War veterans' home.



76-YEAR-OLD Dr. Joseph F. Roe of Binghamton, N.Y. has practiced 53 years. An eye, ear, nose and throat specialist, he studied in Vienna for two years.

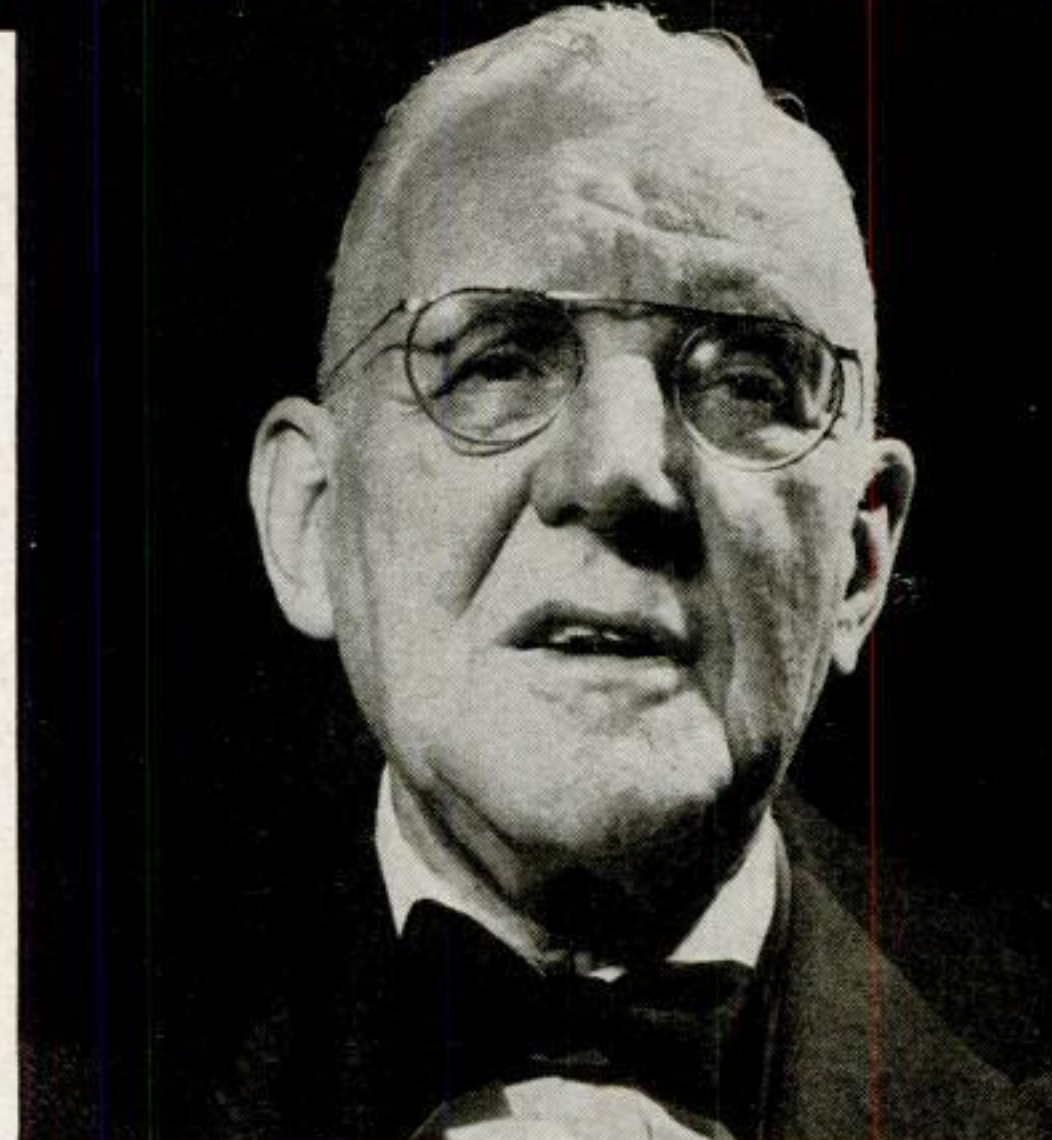


82-YEAR-OLD Dr. Lon E. Stage of Bliss, N.Y. has practiced 54 years. He started as doctor's helper, is the only doctor in Bliss, which has population of 400.

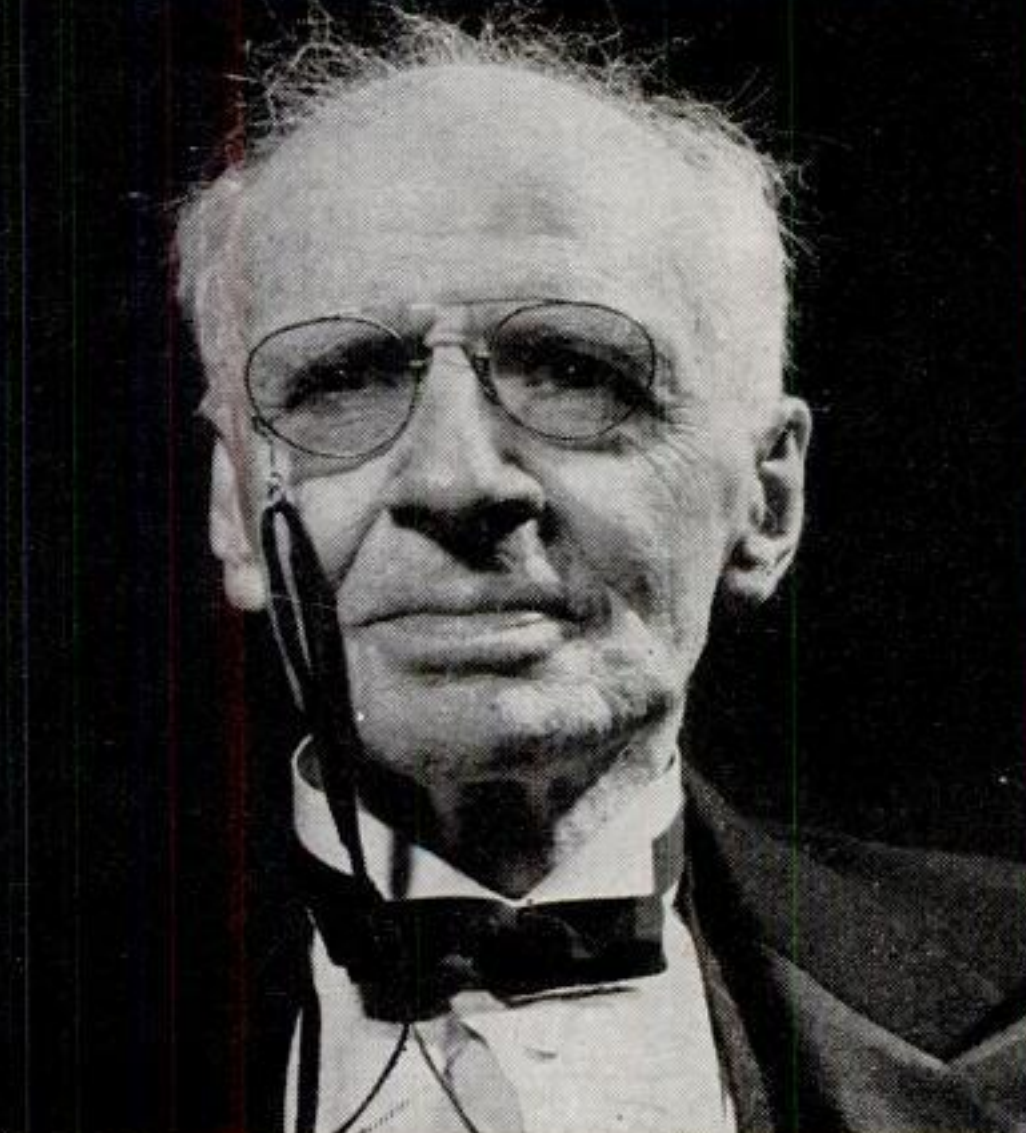
OLD DOCTORS

Medicine honors 400 of them
who have practiced 50 years

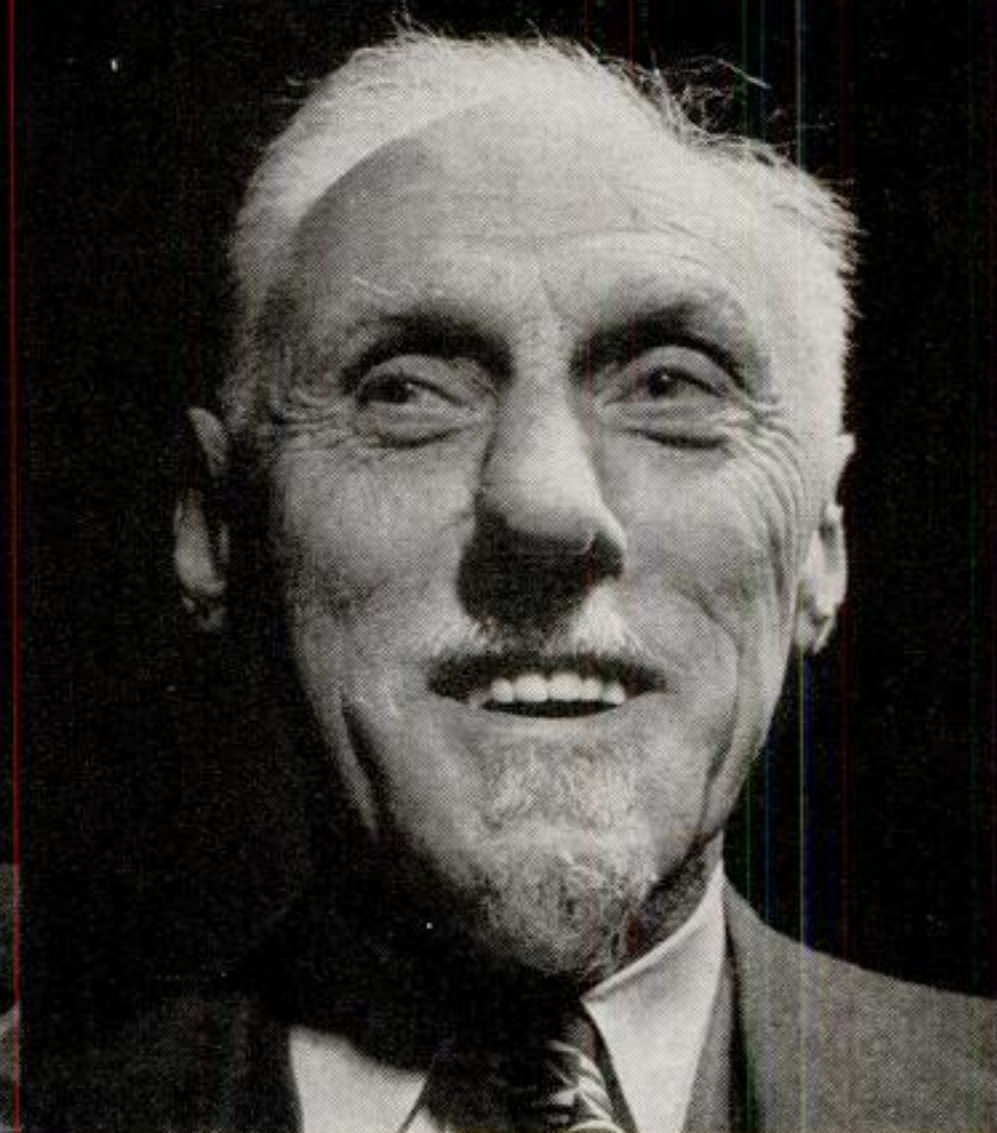
Doctors, it seems, keep on working long after other men are retired or dead. At its annual meeting in Buffalo last month, the Medical Society of the State of New York honored 400 old members who had practiced for at least 50 years. Among the 400 were the eight fine old gentlemen shown on this page. When these doctors were fresh-faced young medical-school graduates, there was no effective prevention or cure for any of the infectious diseases except smallpox. Major surgery was fatal to more than half of its patients. But today, in a world of powerful drugs and safe surgery, the old doctors are still hard at work.



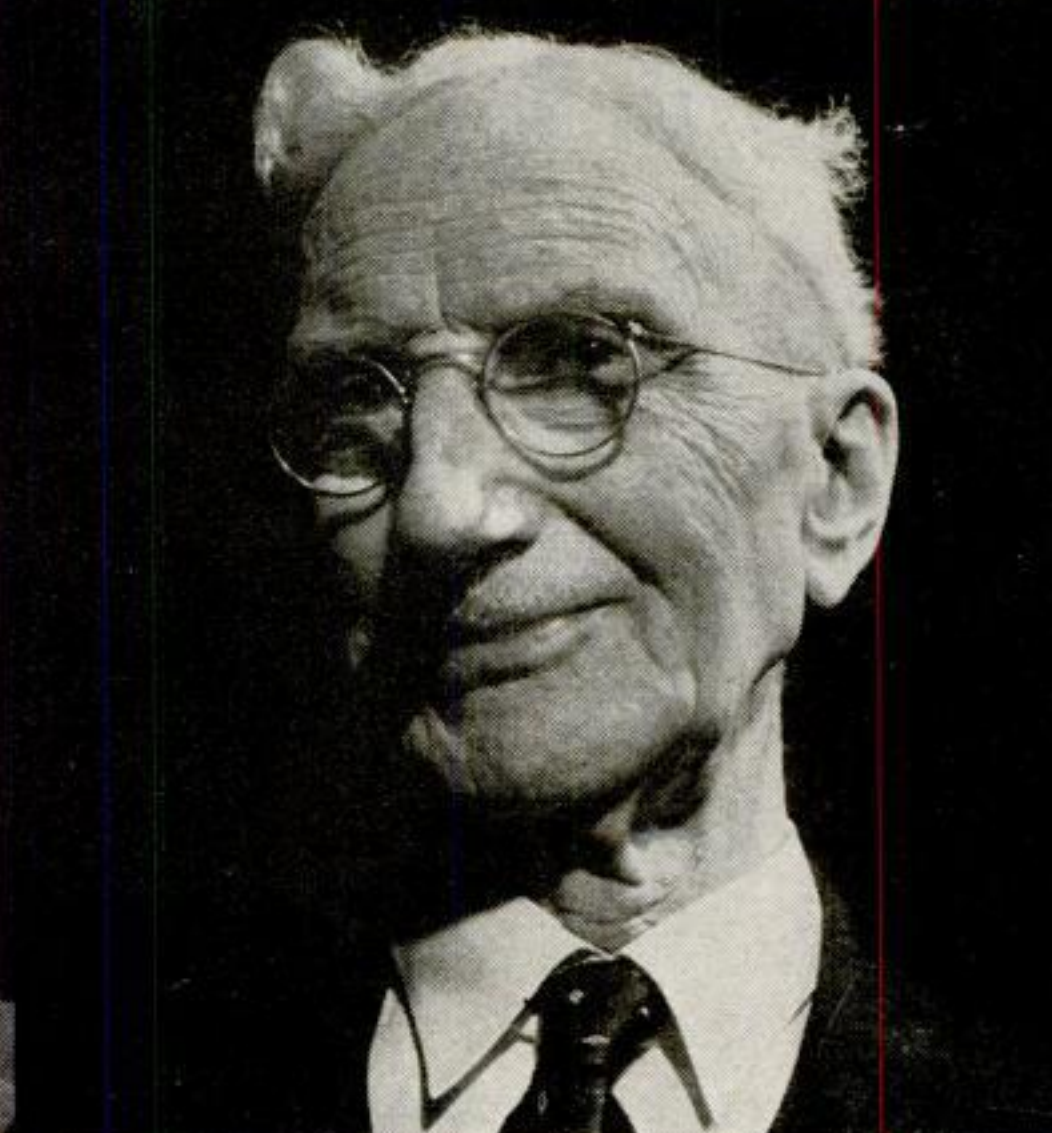
79-YEAR-OLD Dr. Irving W. Potter of Buffalo, N.Y. has practiced 56 years. A specialist in obstetrics, gynecology, Dr. Potter has delivered 25,000 babies.



82-YEAR-OLD Dr. J. Henry Dowd of Buffalo has practiced as a surgeon for 55 years. He is known for research in balance of body's phosphorus compounds.



74-YEAR-OLD Dr. Conrad Stumpf of Forest Hills, N.Y. began his practice in 1896. He retired in 1925, started again when doctor son entered Army in 1941.



91-YEAR-OLD Dr. James Stoddart of Buffalo has practiced for 59 years. He sees only two or three elderly patients each day, most of whom he delivered.



Andre Kostelanetz . . . unique interpreter of the music millions love, one of the best known men of music today.

ANDRE KOSTELANETZ wants you to hear his music faithfully reproduced

. . . so he is recording exclusively on

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Here's more great music to delight everyone who collects records! Here's rich and exciting variety . . . brilliant performances recorded with the fidelity and beauty that causes the great artists to choose to record exclusively on Columbia Masterworks Records.

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KOSTELANETZ

and his Orchestra

Music of Richard Rodgers

Columbia Masterworks Set M-MM-655 \$5.00*

LILY

Pons

RISÉ

Stevens

EZIO

Pinza

A Night at Carnegie Hall

(Music featured in the United Artists' Production, "Carnegie Hall")

Columbia Masterworks Set M-MM-676 \$4.00*

GYORGY SANDOR

with The Philadelphia Orchestra, Eugene Ormandy, conductor

Bartók: Concerto No. 3 for Piano and Orchestra

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Bruno Walter

conducting the Philharmonic-Symphony Orchestra of New York

Schubert: Symphony No. 9 in C Major (Old B. & H. No. 7)

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HELEN TRAUBEL

with orchestra conducted by Charles O'Connell

Italian Operatic Arias

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THE

Philadelphia Orchestra

Eugene Ormandy, conductor

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Beethoven: Polonaise in C Major, Op. 89

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Brahms: Five Waltzes, Op. 39

Columbia Masterworks Record 17407-D \$.75*

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SERGE JAROFF, conductor

Shvedoff: Exchange of Diplomatic Notes between the Turkish Sultan and the Zaporozhsky Cossacks (1674)

Columbia Masterworks Record 7493-M \$1.00*

IGOR STRAVINSKY

conducting the Philharmonic-Symphony Orchestra of New York

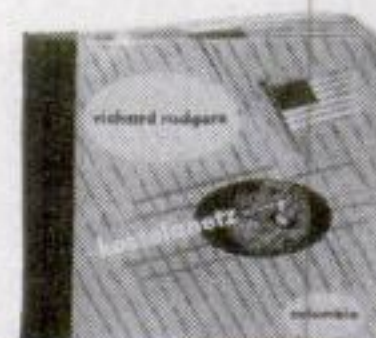
Stravinsky: Symphony in Three Movements

Columbia Masterworks Set M-MM-680 \$4.00*

The wonderful variety of music on Columbia Records staggers the imagination. Hundreds and hundreds of brilliant performances by the really outstanding classical and popular artists of our day! You're welcome any time at your Columbia Record dealer's. Drop in, listen, and choose entertainment you'll enjoy for years!

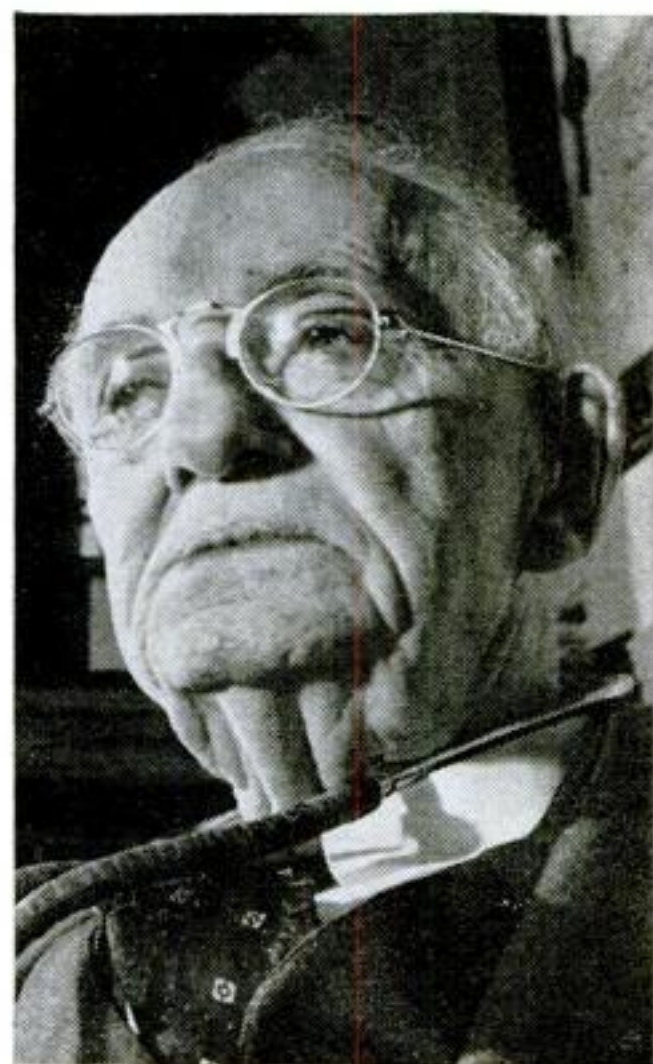
*All prices shown are exclusive of tax

Trade-marks "Columbia," "Masterworks" and Reg. U.S. Pat. Off.





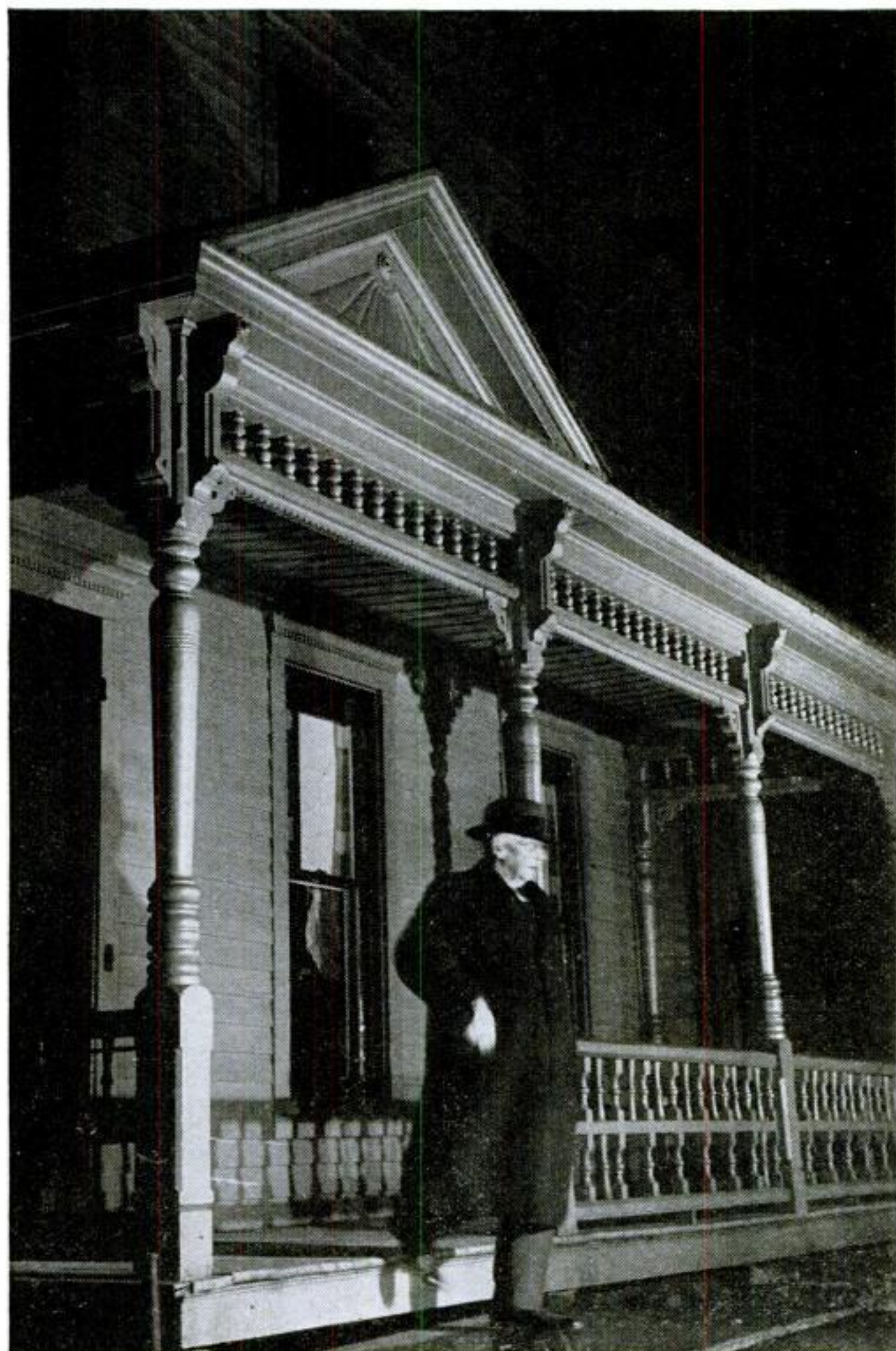
DR. WHALEY GRADUATED from Cornell Medical School in 1888. His father and grandfather were doctors.



59 YEARS LATER Whaley still receives patients wearing his ancient stethoscope. His son is also a doctor.

OLD DR. WHALEY IS GOING STRONG

When Dr. James H. Whaley of Rome, N.Y. began to practice in 1888, doctors charged 50¢ to see a patient in the office and 75¢ to visit him at home. Times have changed but not Dr. Whaley. At 86 he is still hard at work as physician for the New York Central Railroad. Until recently he was also doctor for the city jail. Today he treats quite a few patients in his office at home, where he has lived for 84 years.



MAKING A NIGHT CALL, Dr. Whaley leaves office in his home. Although much of his practice is taken up with the railroad, Dr. Whaley has managed to deliver more than 1,000 babies during his long medical career.

CONTINUED ON NEXT PAGE

JUD WHITEHEAD
ASKS

DOES YOUR SINK
HAVE TWO
COLD WATER FAUCETS?



Most sinks give you both hot and cold water. Some sinks leave you cold completely. If your hot water faucet imitates an icicle at dish washing or cleaning time...don't blame the sink. Maybe your water heater is out to lunch, or could be it just works a six-hour day.

My Jud Whitehead automatic electric water heaters love their job. They always supply your *h-o-t* faucet with all the hot water you want, *when* you want it. And even though my water heaters are mighty handsome in gleaming white enamel, they work for you at split-cent cost.

You can order my automatic electric water heater in sizes 10 to 140 gallons...with Trageser Pure copper or copper-bearing steel tank. Your Jud Whitehead dealer will help you choose the right size and tank for your needs. He knows even more about my automatic electric water heaters than I do!

Jud Whitehead

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IMMEDIATE
DELIVERY

For name of your dealer and colorful descriptive literature write Jud Whitehead office or plant nearest you.

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ONLY JUD WHITEHEAD ELECTRIC WATER HEATERS
GIVE YOU ALL THESE EXCLUSIVE BENEFITS

1. Electrick Thermostart...for split-second hot water
2. Cost Cutter heating...for split-cent cost
3. Silent Sentry...to safeguard against overheating
4. Heat Hoarder fiberglass...to insulate the heat in
5. Lastcote...beautiful white enamel finish
6. X-ray Inspection...for trouble-free operation



America's Largest Selling Electric Water Heater

B.V.D. puts the ACTION in swim trunks



Style, comfort, action—oar bust! That's the *B.V.D. motto when it comes to tailoring these smart Boxer swim trunks—cut for freedom-of-action. The gay Mexican pattern gives them an air of casual, happy-go-lucky swank that's right for sunny days at lake or seashore. All-around elastic waist stays up firmly without uncomfortable pressure.

Boxer Swim Trunks

"Next to myself I like 'B.V.D.' best!"

*REG. U. S. PAT. OFF.

B.V.D.
BRAND

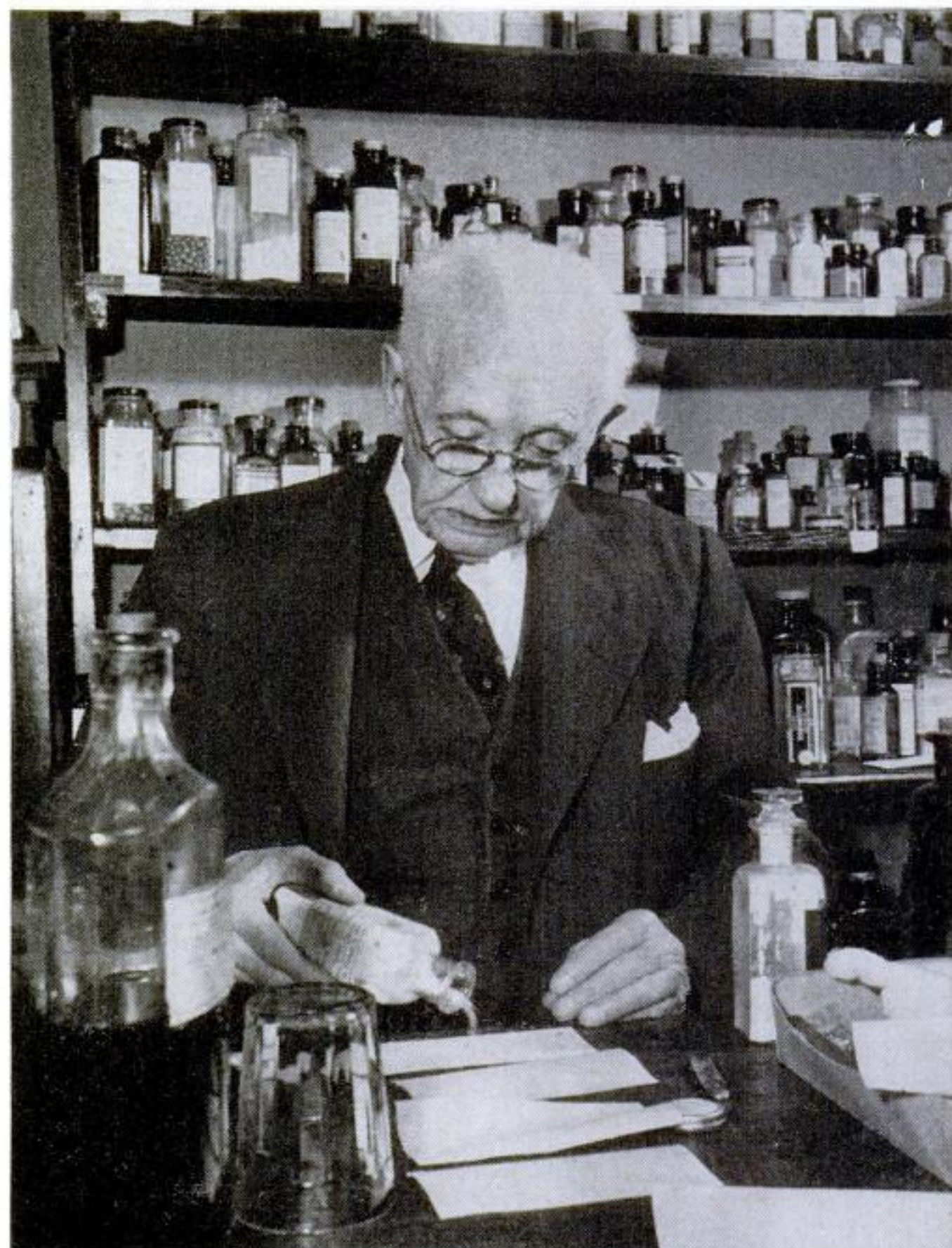
Old Doctors CONTINUED



IN HIS OFFICE Dr. Whaley examines David Anken, who has a skin rash. Dr. Whaley set up operating chair when he first opened office 59 years ago.



VISITING RAILROAD, Dr. Whaley bandages a repairman's burned ankle. Dr. Whaley has been regular physician for the New York Central since 1910.



MIXING PRESCRIPTION, Whaley measures powders. In country-doctor tradition he fills prescriptions instead of sending his patients to a drugstore.



LAMPS

Stay Brighter Longer...

WHAT EIGHT LETTER WORD is constantly at work to make General Electric Lamps *stay brighter longer*? The answer is "*Research*"... G-E Lamp Research which for over 50 years has been responsible for practically every major lighting improvement.

And there is a five letter word which best describes people who insist on seeing the famous G-E monogram on every lamp they buy. It is "*smart*"!



A G-E 3-lite bulb in the floor lamp means good light on the desk. In the end-table lamp, a General Electric 100-watt aids reading. G-E fluorescent lamps in the lighted cove over the bookshelves help to make the room look larger.

When you buy lamps for home or business, be sure they're marked G-E! See your General Electric lamp dealer.

G-E 100-200-300-watt (3-lite) gives you flexibility along with good light. For many floor lamps... **55¢**



Famous G-E 40-watt fluorescent lamp... tops for business and home. Good in kitchen, laundry. Many uses. Only **\$1.00**



Popular G-E 60-watt bulb... the favorite for multi-socket lamps and fixtures. Good in brackets, halls, closets. Only **11¢**



Prices Plus Tax

G-E "All-Glass" Sealed Beam headlamps for your car. Now *brighter* than ever... to give you more light for safer night driving.



G-E LAMPS

GENERAL  ELECTRIC



Preferred... *for mellow moments*

You have only to taste HAMM'S to know why it is the choice of millions for their precious minutes of leisure. HAMM'S truly is a smooth and mellow beer.

And why is HAMM'S so smooth and mellow? Because we've spent 82 years making a fine beer. We malt our own barley. We use pure, clear artesian water. And we watch our brewing processes with extreme care to make sure every bottle of HAMM'S that reaches you is up to our high standard.

Today—tomorrow—very soon, why don't you sample this smooth and mellow beer. Join the millions who prefer it for their mellow moments.



Hamm's

Smooth and
Mellow Beer

Theo. Hamm Brewing Co., St. Paul 1, Minn.



WEARING HER LUCKY BLUE PANTS, BABE DIDRIKSON (LEFT) DOES HIGHLAND FLING WITH JEAN DONALD, HER SEMIFINAL FOE IN BRITISH GOLF CHAMPIONSHIPS

"WHAT A BABE!"

Texas tomboy is first U.S. woman to win British golf championship

As everyone knew she would, the incomparable Mildred Didrikson Zaharias last week won the British women's amateur golf championship. Only once did she falter. That was on the last day of the tournament, when the tomboy from Port Arthur, Texas tried to be a lady and wear a skirt. The Babe grimly changed back to her dirty but lucky blue corduroy pants and drove her opponent off the wind-swept Firth of Forth course. Said a disconsolate Scot, bug-eyed over the Babe's long drives,

"It seems a shame to send our girls out against a game like that." The Babe, who took up golf in 1934, explained cheerfully, "I simply loosen my girdle and let the ball have it." Delighted over her victory, she did a Highland fling with the defeated Scottish champion (above). It was the first time the women's championship had gone to an American, but a London newspaper contributed a chivalrous *beau geste*: "We have not seen a fairway phantom like her—not in 47 years. What a babe!"

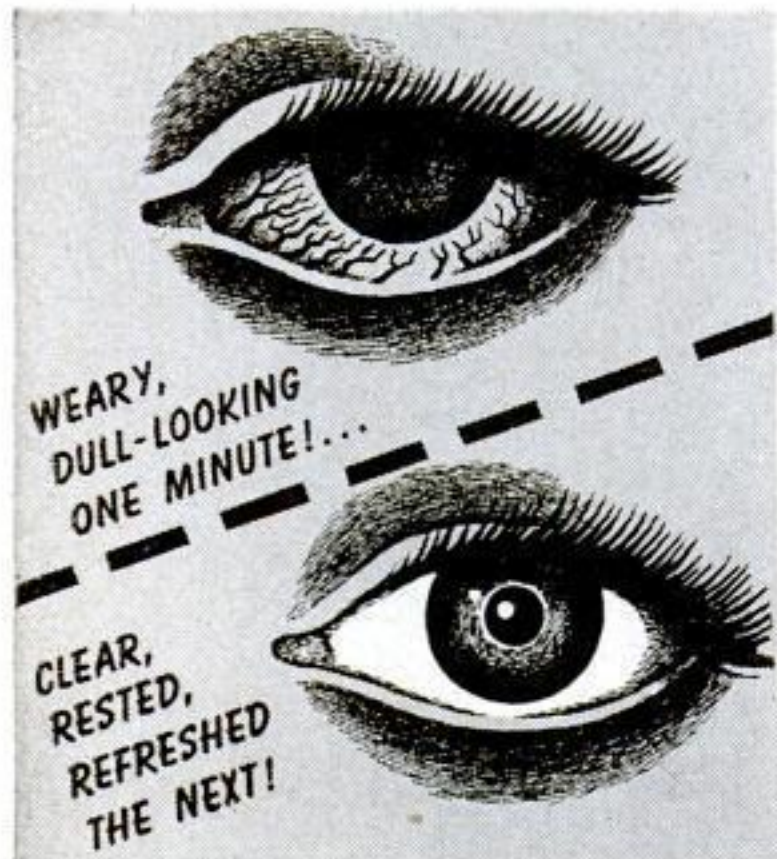
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SHOULD BE
SIMONIZED...
THE SOONER
THE BETTER**

**MOTORISTS WISE
SIMONIZ**
TRADE MARK REG.

THE SIMONIZ COMPANY, CHICAGO 16, ILLINOIS



**OPEN YOUR EYES TO
EYE-GENE!**

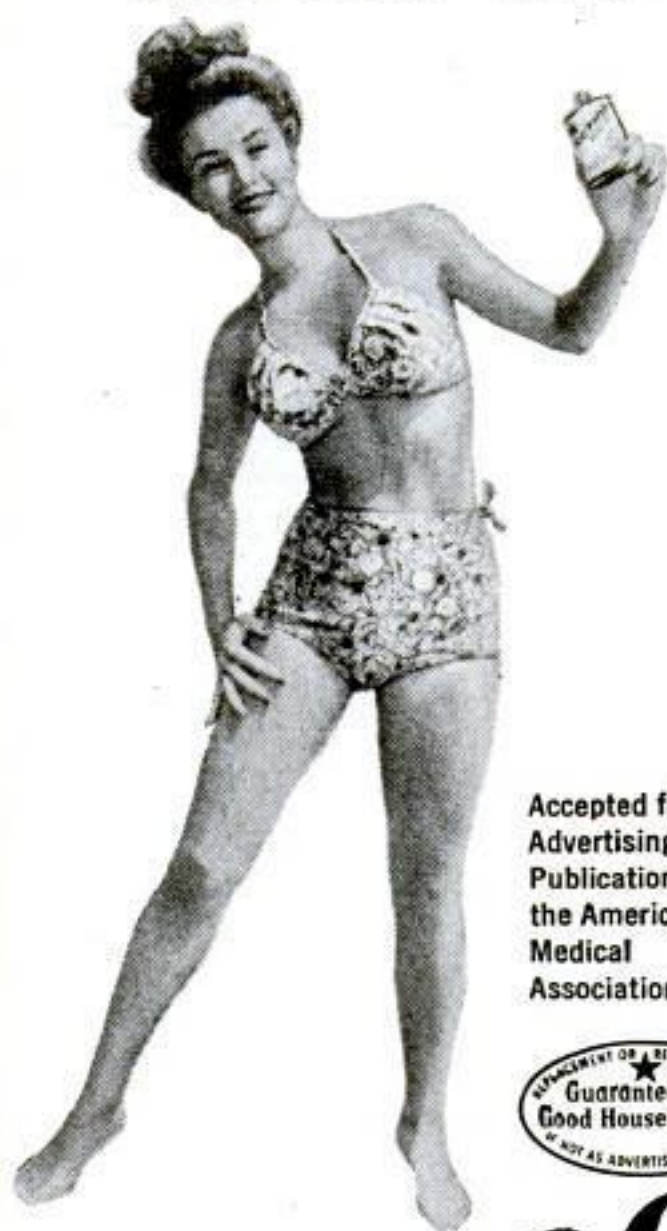


SAFE RELIEF IN SECONDS!

Wonderful EYE-GENE! Just two drops in your tired or bloodshot eyes and you'll marvel at the relief you enjoy... how rested, refreshed and cleared they become—all in *seconds*! So, whenever your eyes are weary, irritated, strained from close work, sun glare, night driving, movies, late hours, smoke or over-indulgence—use safe EYE-GENE. It contains *Lexatol*—the exclusive ingredient that makes it so amazingly effective. EYE-GENE is positively harmless. 20¢, 60¢, \$1.00 in handy eye-dropper bottles. At all Drug Stores. Get a bottle today!

EYE-GENE

TAN the famous
ONE-DAY WAY



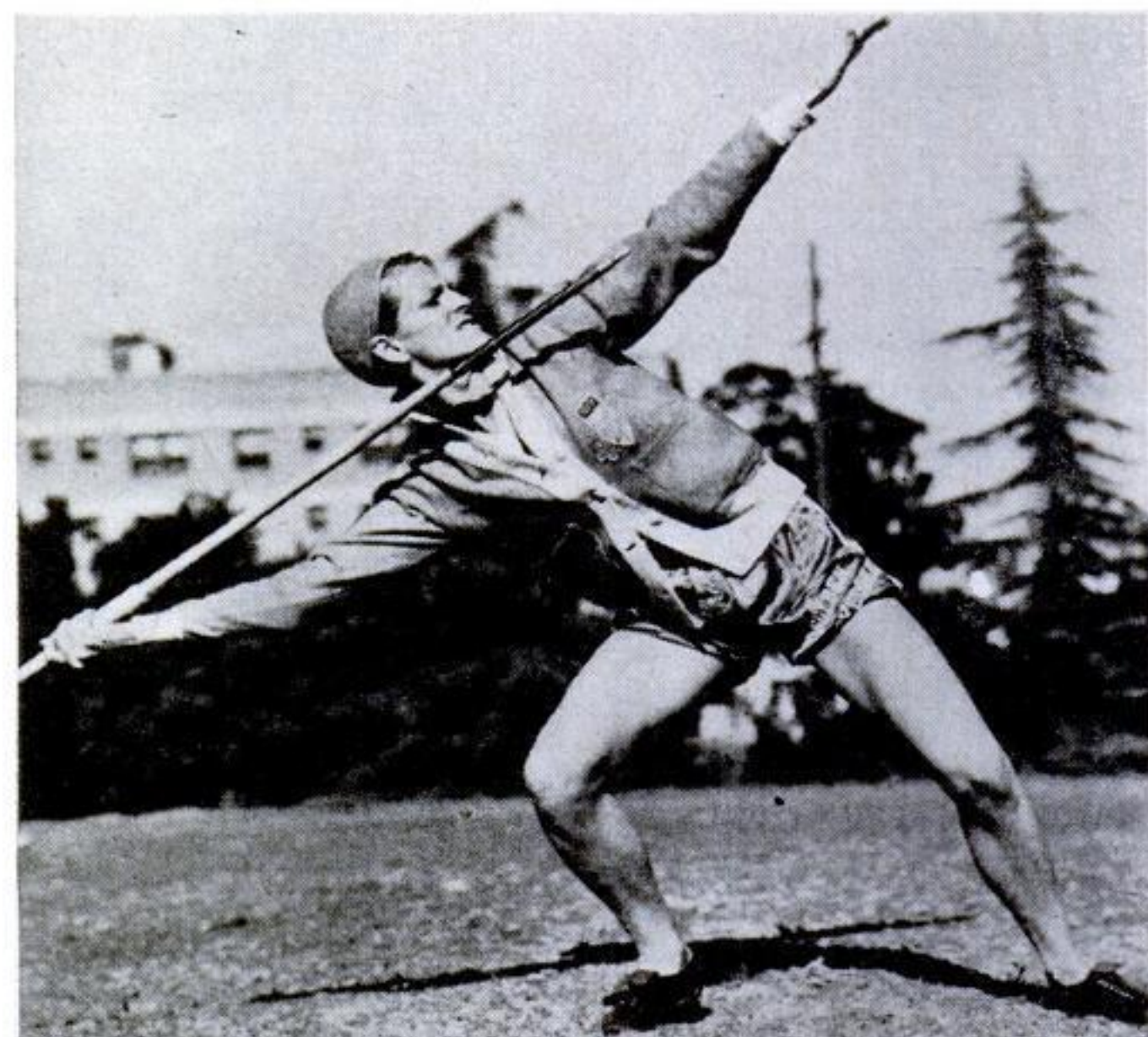
Accepted for Advertising in Publications of the American Medical Association



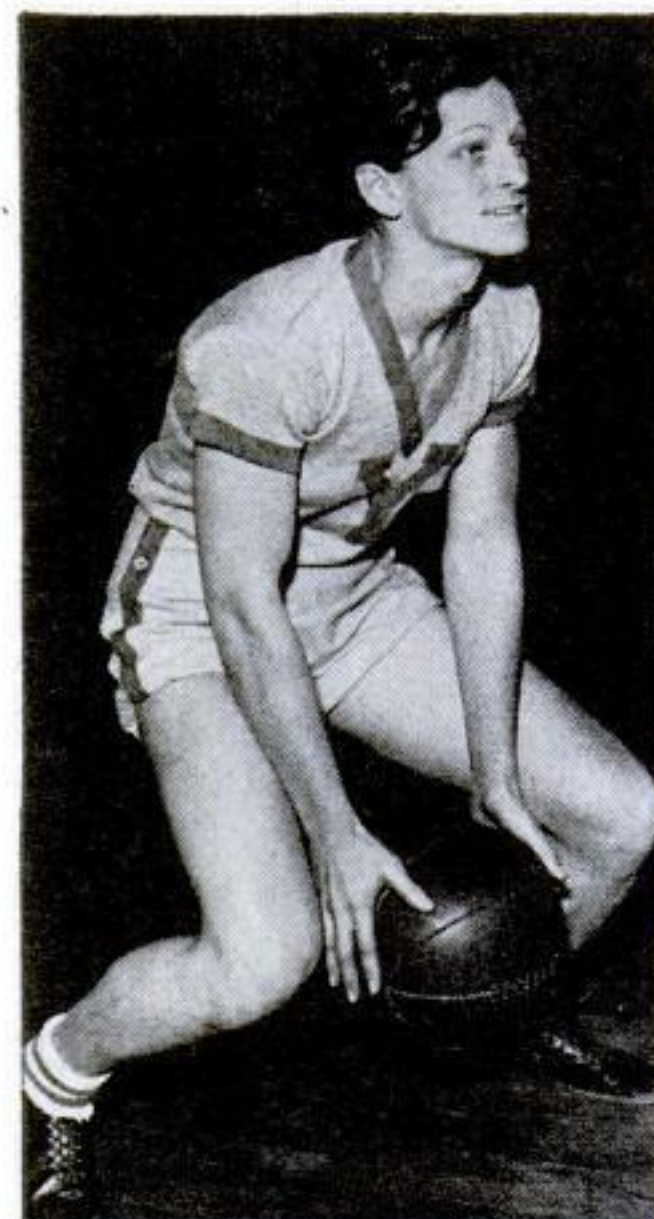
with **SUTRA**
FILTERS SUN
SPEEDS TAN

Tan gloriously... safely... with SUTRA Lotion or SUTRA Cream, whichever you prefer. Both in 3 convenient sizes. Both highly effective.

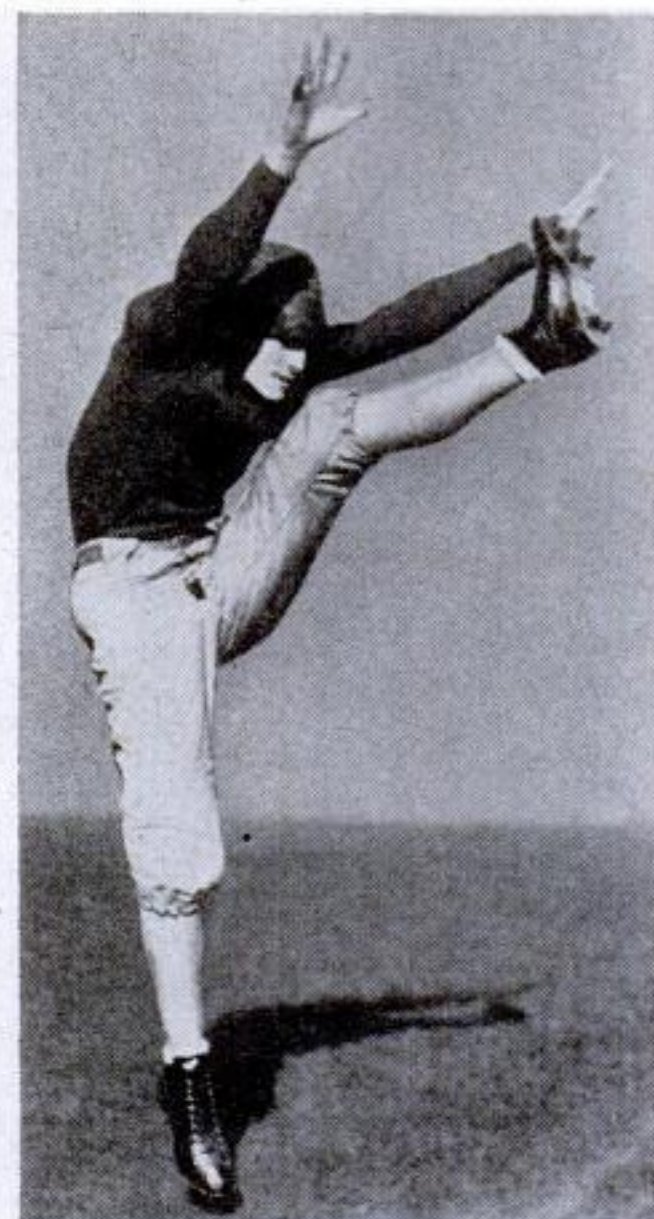
Babe Didrikson CONTINUED



IN 1932 OLYMPICS Babe threw javelin 143 feet, a women's record. She broke three more records, lost high jump because judges objected to her headfirst style.



IN BASKETBALL Babe won fame, was twice an all-American forward.



IN FOOTBALL she tried left-footed kicking style for Southern Methodist.



IN BASEBALL she pitched for one inning against the Brooklyn Dodgers.



IN SWIMMING she neared championship form but did not give it time.

CONTINUED ON PAGE 90

"Start
Purring,
Kitten
...and
Purr
Fast!"



Man of action and
dynamite blonde... on a
sudden date with
danger in the purple
shadows of under-
world Panama!



PAT
O'BRIEN • **WALTER SLEZAK** • **ANNE JEFFREYS**

IN
"RIFF-RAFF"

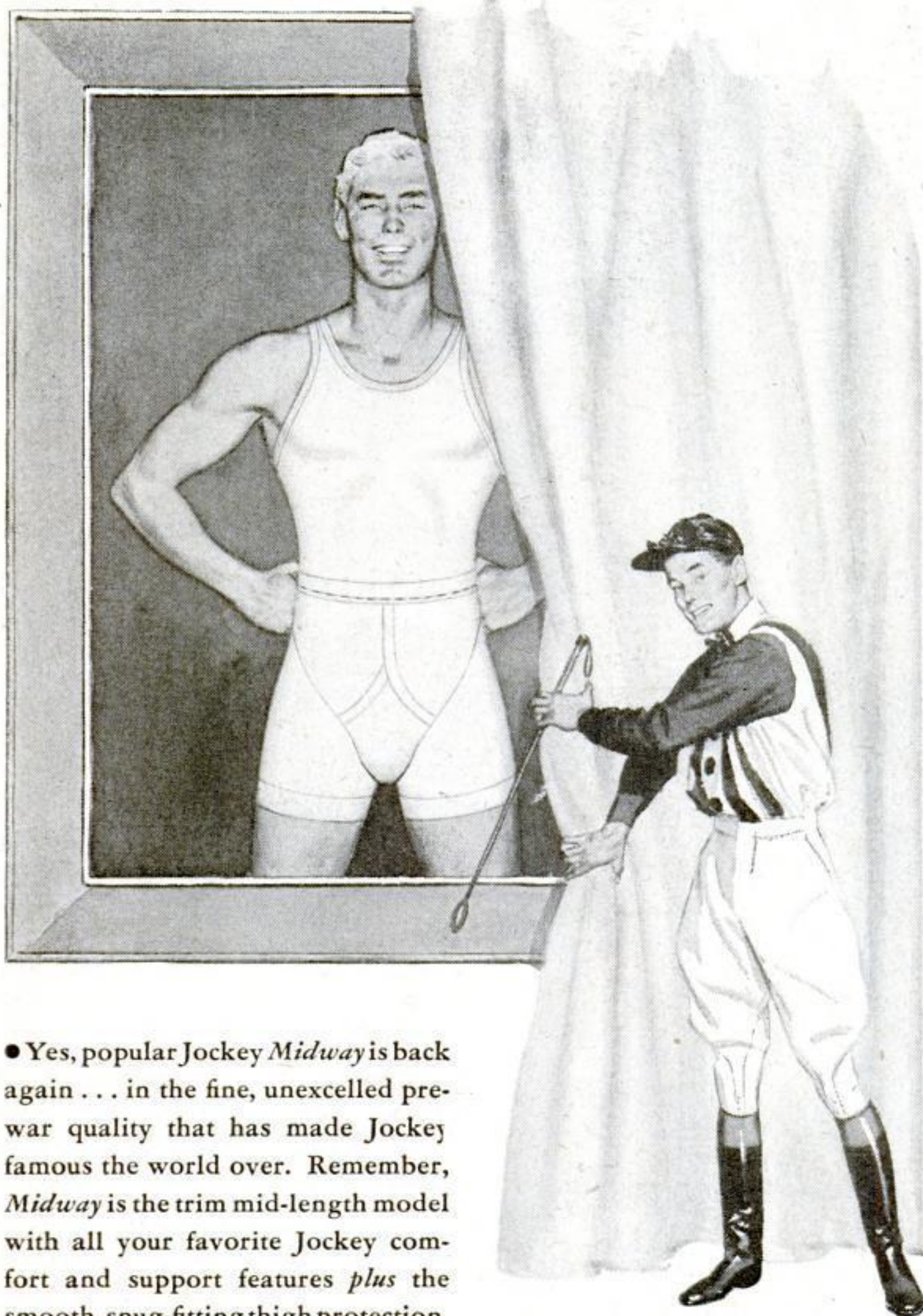
with **PERCY KILBRIDE** • **JEROME COWAN** • **GEORGE GIVOT**

Produced by **NAT HOLT** • Directed by **TED TETZLAFF**

Original Screenplay by **MARTIN RACKIN**



JOCKEY *MIDWAY* ... is back!



• Yes, popular Jockey *Midway* is back again... in the fine, unexcelled pre-war quality that has made Jockey famous the world over. Remember, *Midway* is the trim mid-length model with all your favorite Jockey comfort and support features *plus* the smooth, snug-fitting thigh protection.

If you've had to accept substitutes, you will realize old friends are best and warmly welcome the return of *Midways* to your friendly dealer's counter. So call on him today and ask for Jockey *Midways*.

**THERE'S ONLY
ONE JOCKEY**

It's a Brand... It's a Trade Mark... It's Made By

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KENOSHA WISCONSIN
Trade Mark Reg. U. S. Pat. Off.

Underwear · Sportswear · Hosiery

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Babe Didrikson CONTINUED

BABE IS A LADY NOW

The world's most amazing athlete has learned to wear nylons and cook for her huge husband



BABE'S HUSBAND

Mildred Babe Didrikson, whose middle name really is Babe, was once designated by Grantland Rice as "the athletic phenomenon of all time, man or woman." Certainly no athlete, man or woman, ever approached Miss Didrikson's versatility. Gertrude Ederle, first woman to swim the English Channel, was often called the greatest feminine athlete who ever lived, but this seems a singularly ill-considered judgment. All Miss Ederle could do was swim. She never boxed, wrestled, played football, hit three home runs in one baseball game or designed a sport dress that won first prize at the Texas State Fair. Not even Paavo Nurmi or Jesse Owens broke four world records in one Olympiad or played the harmonica for money. When the Babe was 7 she became something of an expert on the harmonica and for three years did a weekly broadcast in Texas. After the 1932 Olympics she was supposed to get \$3,500 a week for singing and playing the harmonica. She lasted one week and quit. She was too much of an outdoor girl to stand four shows a day.

The Babe attributes her interest and proficiency in sports to her father. He saw that the seven little Didriksons ate plenty of oatmeal, took a laxative once a week and exercised continually. There is a story around Port Arthur, Texas that neighbors put in hedges just to watch the Didrikson kids jump them. Yet the Babe resents being called a "natural athlete" and an "automatic champion." Such clichés do not recognize her grit and perseverance. When she started golfing in earnest 13 years ago (she will celebrate her 34th birthday on June 26) she hit as many as 1,000 balls in one afternoon, playing until her hands were so sore they had to be taped. When she took a brief fling at tennis she became so absorbed in the sport that her husband complained he never got to see her.

The bed is 8 feet square

Her husband is George Zaharias, a Denver wrestling promoter. He is a 300-pound giant with hair-fringed cauliflower ears. The ears are souvenirs of his own wrestling days, when he was billed as the "Crying Greek from Cripple Creek." He and the Babe met in 1938 when a publicity man arranged for them to play a golf threesome with a minister. They had a date that night and frequently thereafter. But they never found time to get married until Zaharias issued an ultimatum one day in St. Louis: "We're going to get married this Friday or we're going to call the whole thing off." They got married on Friday and they now have a home in one of Denver's most fashionable suburbs, where they sleep in a specially built bed 8 feet square. The big bed was Babe's idea. She has a tender affection for her hulking husband and made him retire from wrestling because she worried about him. After winning the British golf championship, she wailed, "Never in nine years have I been away from George this long."

But then Babe always was a lonely girl. She was never a pretty one. Her lips were too thin and her Adam's apple was too big. She had a boy's body, straight, supple and tough as a buggy whip. She shingled her hair in a boyish bob and rarely bothered to comb it. In her boxing and running days she walked up to a competitor and said, "Ah'm gonna lick you." Then she did. She hated other girls and lived only to beat them. Some writers have tried to explain her athletic conquests in rather obvious psychological terms: if she could not beat other women at sex appeal, she would beat them at everything else.

All that is changed now. Today Mildred Zaharias likes to perch a silly hat on her head, dress up in nylon stockings she once scorned, patronize the hairdresser and wear satins. She even does her own housework without servants and is a good cook with the Norwegian dishes learned from her mother and the Greek dishes she learned from her husband. A few years ago a sportswriter who had known the old Babe Didrikson stood on a golf course grinning at the new Mildred Zaharias. She was applying lipstick and rouge from a dainty compact. She grinned right back at him and said, "Yeah, and Ah got silk on underneath and Ah like it."

—GENE FARMER

"It started me smoking **CIGARS**"



"Until I lighted my first Burns Panatela," says a successful young man, "I had little idea of the immediate and lasting pleasure to be found in smoking a cigar. Luscious yet mild, it gives me smoking enjoyment I never before knew."

Long, streamlined, the Panatela de Luxe is no thick, awkward-looking cigar, but its 100% choice All-Havana filler has plenty of the mellow richness relished by men who love fine cigars.

The result: More Robt. Burns Panatelas are smoked than all other high grade panatelas added together.

Other Robt. Burns de luxe shapes:
Corona Supreme 2 for 35 cents
Queens 2 for 35 cents

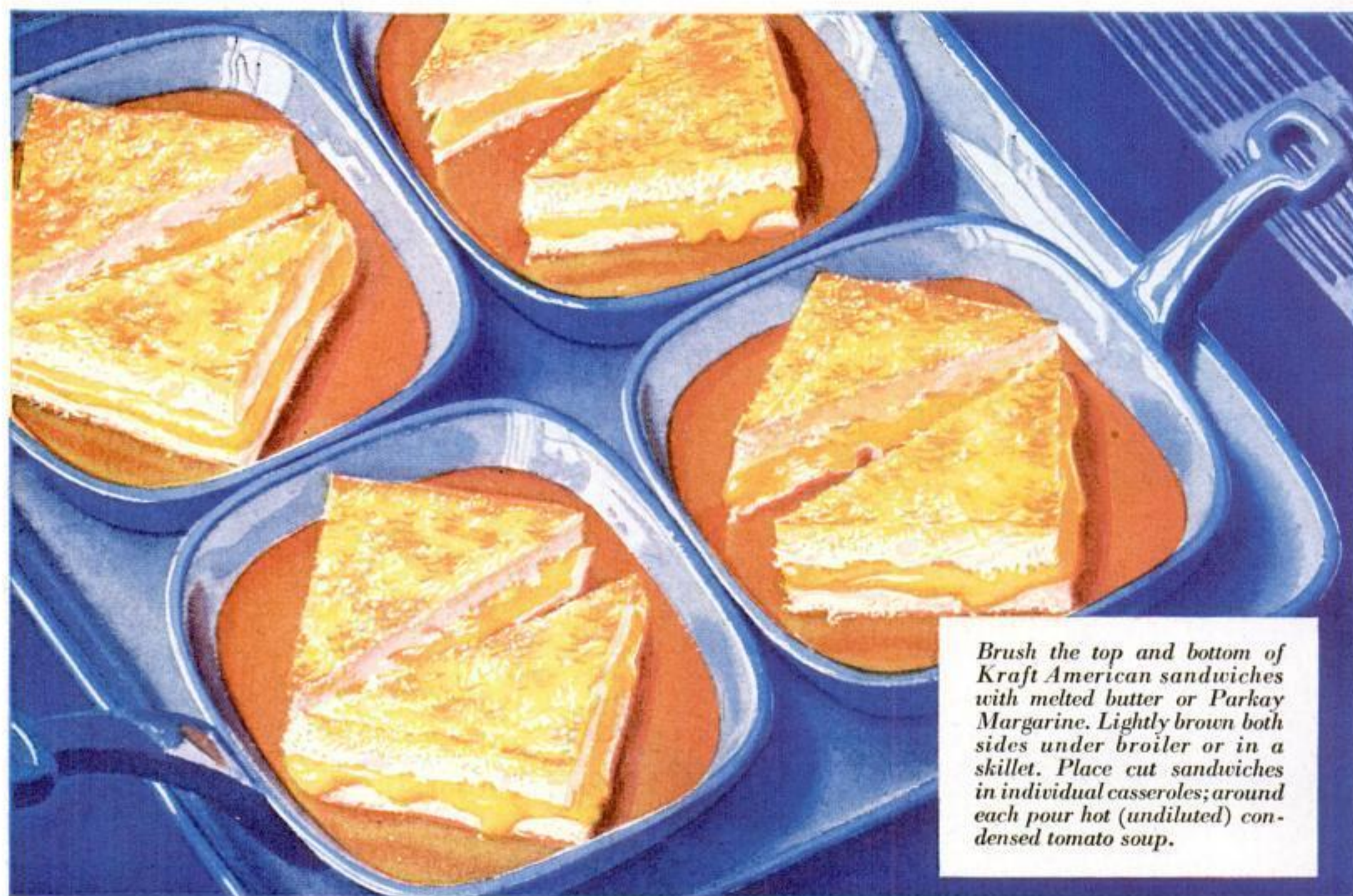


Robt. BURNS *Panatela de Luxe*
2 for 27¢

THE SOPHISTOCRAT OF CIGARS

PLENTIFUL... FOR THE FIRST TIME IN 5 SUMMERS!

MEDIUM-MELLOW KRAFT AMERICAN



Brush the top and bottom of Kraft American sandwiches with melted butter or Parkay Margarine. Lightly brown both sides under broiler or in a skillet. Place cut sandwiches in individual casseroles; around each pour hot (undiluted) condensed tomato soup.

That cheddar flavor you hankered for—so lingeringly rich and mellow—is back! Yes, genuine *smooth-melting* Kraft American!

Again you can buy this famous pasteurized process cheese three different ways: In the half-pound packages (to go right in the picnic basket). The 2-pound loaf that keeps you stocked. Or, after you've seen the words Kraft American on your dealer's 5-pound loaf, have him cut sandwich slices.

Good news for folks who love really *sharp* cheddar flavor is that their beloved "Old English" Pasteurized Process Cheese is back, too. And for the youngsters there's *plenty* of Kraft's famous mild, rich-tasting cheese food, Velveeta.

Again you can please *everybody* by having all three Kraft cheddar varieties—sharp, medium, mild—ready for snacks, sandwiches and swell hot dishes! Again your refrigerator can have a whole "Kraft Shelf."



AND SHARP OLD ENGLISH

AND RICH MILD VELVEETA



"It's great to have a whole
KRAFT SHELF
again!"



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AT STATE DEPARTMENT SWEARING-IN CEREMONY, PAUL CULBERTSON, HERBERT WEAST AND FREDERICK LYON BECOME MEMBERS OF THE U.S. FOREIGN SERVICE

THE FOREIGN SERVICE

It is shaking some moths out of its striped pants

The U.S. Foreign Service is the overseas team—the expeditionary force—of the State Department. In Washington foreign policy is laid down within the Department of State. Overseas that policy is executed by the Foreign Service. While its primary duties may be to convey a hotfoot with the President's compliments to a communist in the Balkans and to nod approvingly at a democrat in Latin America, Foreign Service has many other tasks to perform. It negotiates treaties, reports on political, social and economic conditions abroad, promotes and protects American commerce, disseminates information about the U.S., issues visas, passports and bills of health.

Foreign Service has 11,500 employees, arranged in a rigid hierarchy. At the top are 58 ambassadors and ministers. Below them are 989 Foreign Service officers (divided into six classes—Class 6 is the lowest) who hold the ranks of career minister, counselor, secretary, consul general, consul and vice consul. Beneath these are staff officers and auxiliaries ranging from accountants to alien charwomen. Salaries vary from an ambassador's \$25,000 to the charwoman's \$720. For the upper ranks these are usually supplemented by allowances for rent, cost of living and entertainment of foreign dignitaries.

The Foreign Service has long been a haven for listless, wealthy dilettantes whose idea of advancing U.S. interests abroad was to maintain an immaculate wardrobe and play host at a dazzling series of parties. Now, because of the vastly increased pressure of international events, the State Department is desperately trying to replace its "cook-pushers" with able, ambitious but not necessarily rich new men like the three being sworn in above, who are taking their oaths under the new Foreign Service Act passed last year.

Because the new act provides for higher salaries (some had not been raised since 1855) and a "promotion up or selection out" system, the new men can start their jobs without private income and with some assurance of advancement. Through hard work and the right friends they can become consuls (pp. 96-97) and perhaps after many years career ministers in Class 1. But unless they are singularly fortunate, few will ever become ambassadors (pp. 98-99). Although the trend shows signs of lessening, the fact remains that nearly half of the men who reach the ultimate Homburg heaven of international diplomacy are political appointees, eased in at the last moment over the heads of Foreign Service personnel who have spent their lives trying to reach the top.



BRUSH-UP IN SPANISH is given by Assistant Director for Language Training Henry Lee Smith Jr. (*left*) by

means of a Soundcriber, which records and repeats Herbert Weast's Spanish phrases. Foreign Service Institute

can teach its men 34 different languages, uses techniques developed to instruct Army personnel during the war.



IN WASHINGTON, HERBERT WEAST LOOKS AT MEXICO

BEGINNER

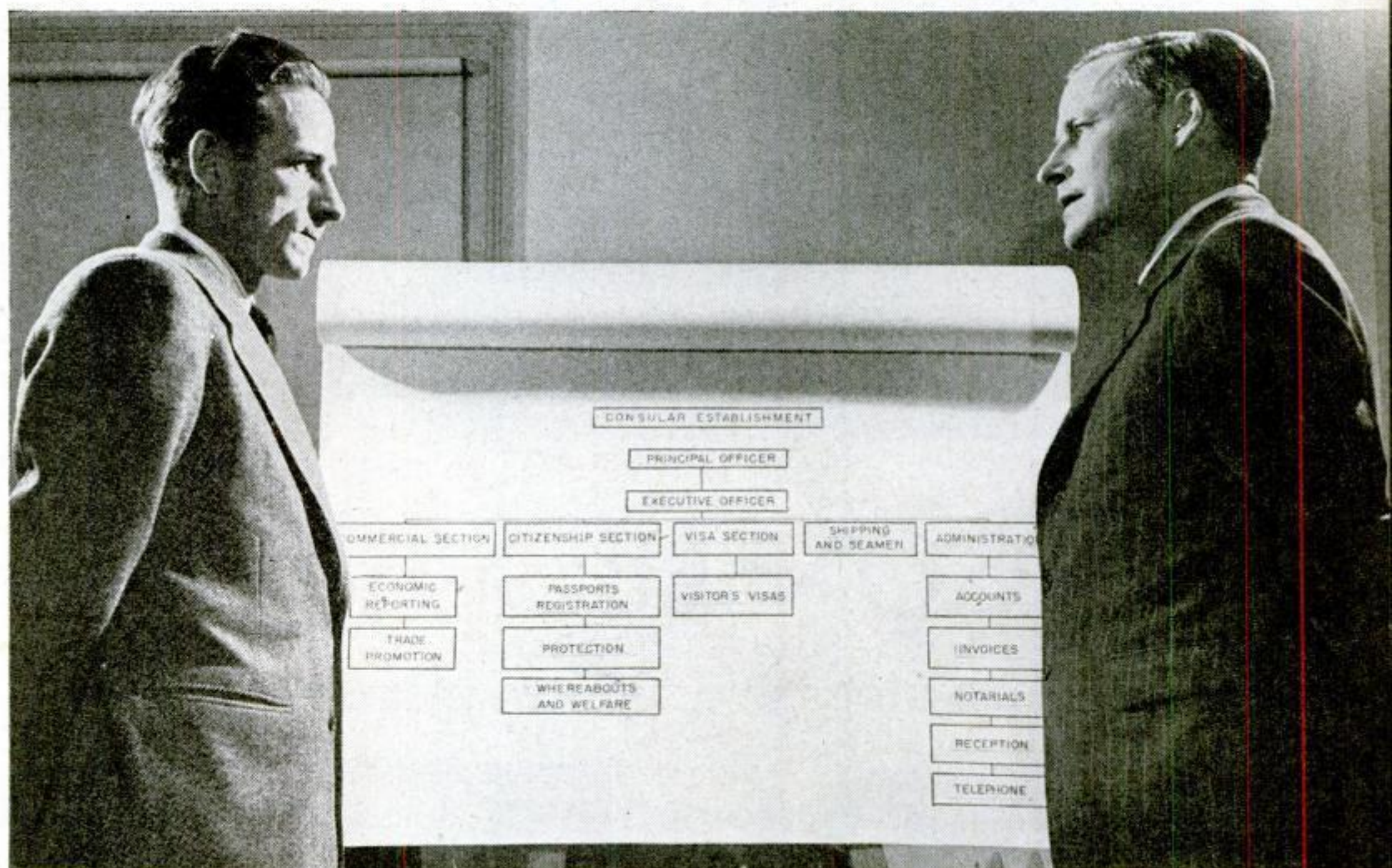
He takes a brief course and becomes vice consul

Herbert Weast is 31. Except for his age—the average of his class is 29—he is a typical Foreign Service officer at the start of his career. He entered the service because he likes to travel (in the next 30 years he will probably be transferred at least 10 times) and because he likes people. After he graduated from Columbia University, where he majored in foreign languages and psychology, he was successively a salesman, clerk, schoolteacher, radio announcer and soldier. Last year he passed a special Foreign Service examination for servicemen which included general and language questions but omitted sections on law, history, economics and government which nonservicemen must complete. Later (*top right*) he passed an oral examination in Washington and became an officer in Class 6. Then he took a brief course in the Foreign Service Institute (*below right and opposite page*) and served for a short time in the State Department to familiarize himself with passports, visas, coding and general administration, and on April 9 left on his first foreign assignment—vice consul in Mérida, Mexico. There, in the tropics at \$4,400 a year, he can study pictures of the big guns of the Foreign Service and wait for his own day of striped-pants glory.



FINAL ORAL EXAMINATION lasted only half hour, but to Weast (*back to camera*) it was long and grueling. It is designed to test candidates' personality and poise rather

than specific knowledge. The Board of Examiners includes men from State, Commerce, Agriculture and Labor departments as well as from the Civil Service Commission.



WEAST'S FUTURE DUTIES are explained (*above*) by William P. Maddox, director of the Foreign Service Institute. Below: Maddox talks to a class on principles of

service. Among other subjects in eight-week course, future diplomats study history, personnel management, defense against unfriendly propaganda, "deference to rank."

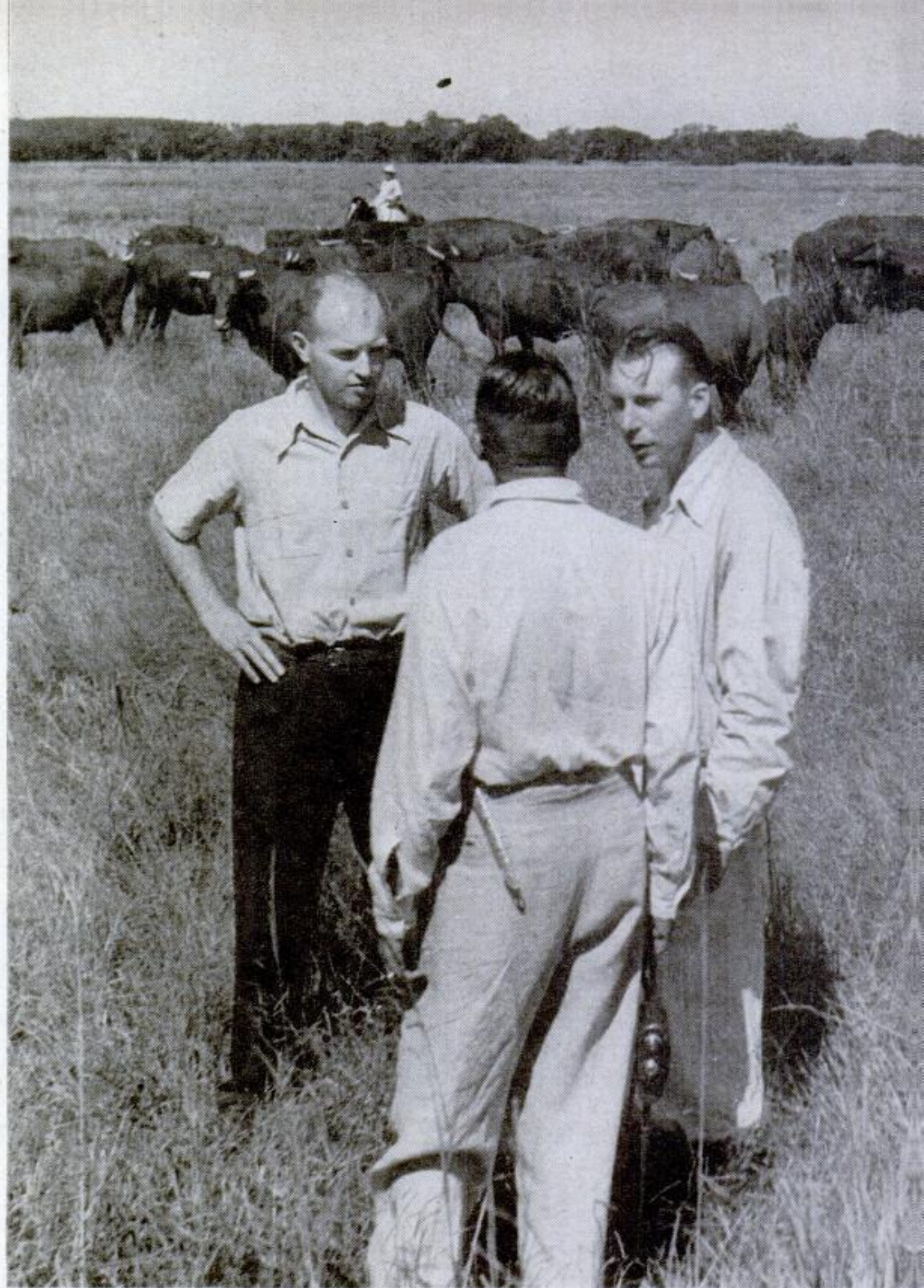


BETWEEN CLASSES Weast chats with friend in library. If he marries a foreigner he must resign commission.





U.S. CONSULATE (CENTER) IN PORTO ALEGRE, BRAZIL IS SMALL BUT MODERN

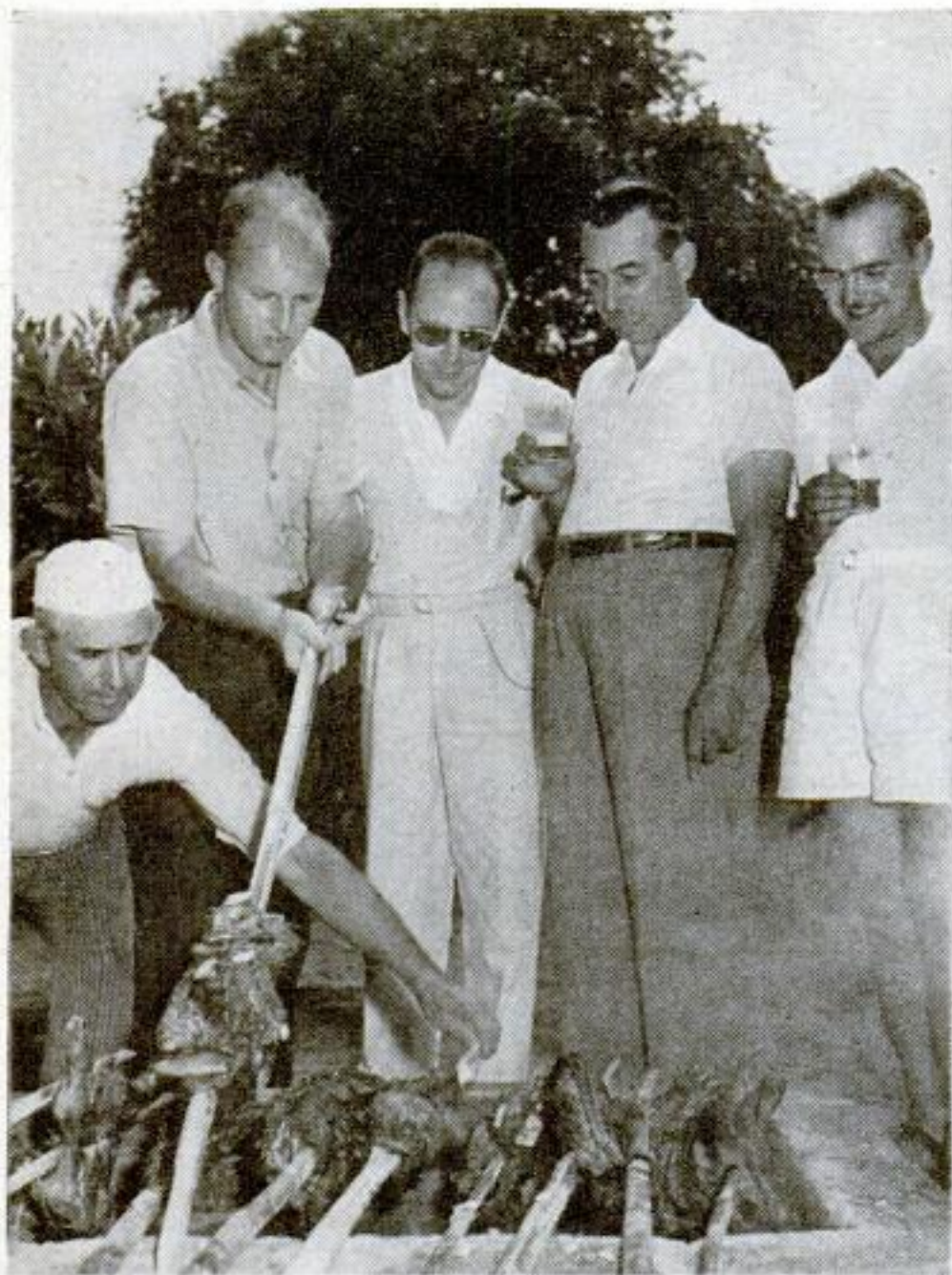


ON A FARM OUTSIDE THE CITY U.S. CONSUL BELTON (LEFT) COLLECTS DATA

CONSUL

He does many jobs and aims to please

Nine years ahead of Herbert Weast on the long road from the examination room in Washington to the master bedroom in the U.S. embassy at Paris or London, William Belton (*shown on these pages*) has reached Foreign Service Class 4 (\$6,000 plus allowances). Since 1938 Belton has been around: Havana, Cuba; Washington, D.C.; Ciudad Trujillo, Dominican Republic; Winnipeg and Ottawa, Canada. Finally on Oct. 1, 1946 he became consul at Porto Alegre, Brazil.



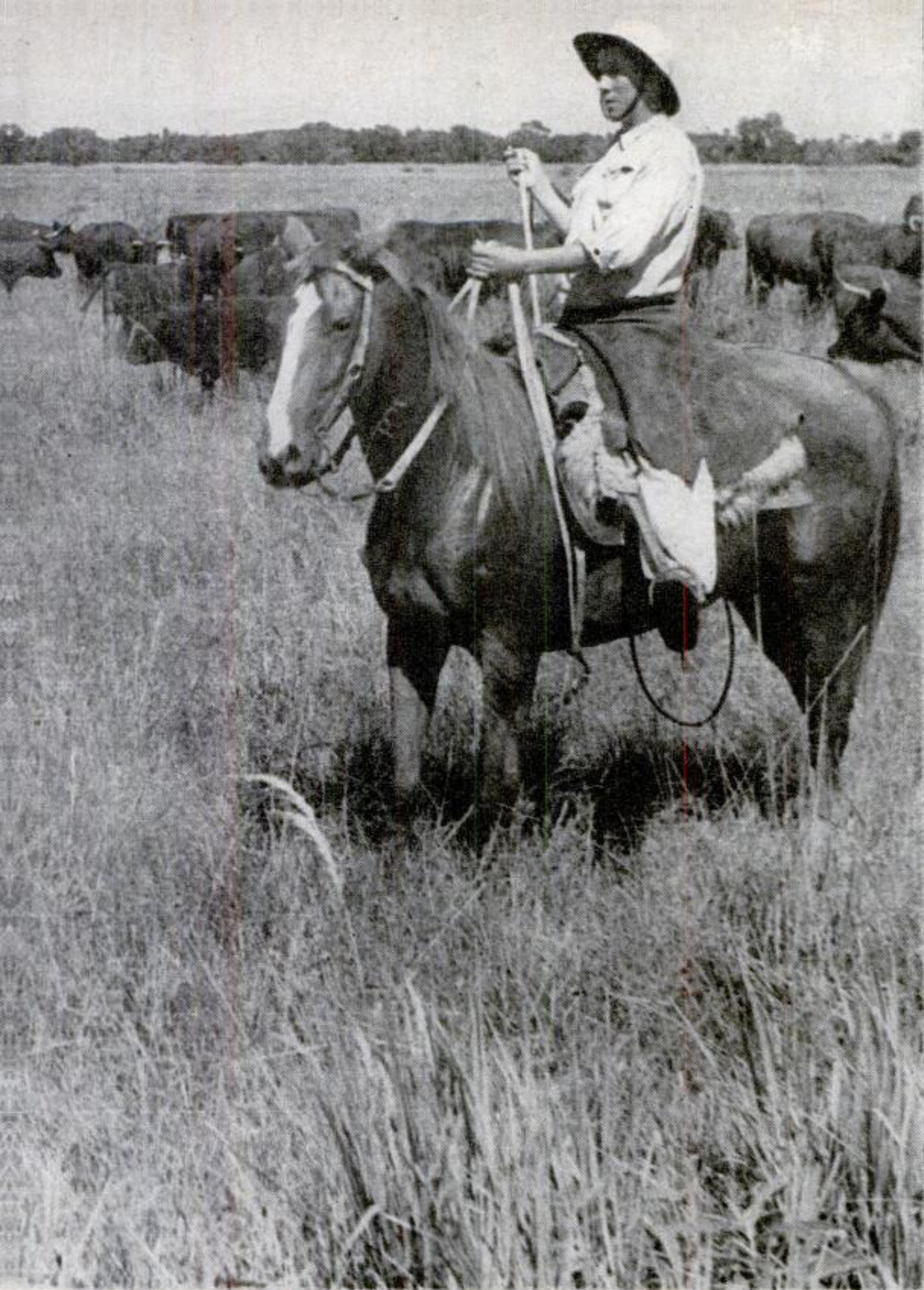
AT A PICNIC which features long drinks and chunks of roast Brazilian beef, Consul Belton (*second from the left*) helps to further friendly relations by turning spit.



ON A WHARF Belton looks over an incoming ship. He helps U.S. goods through customs, also lends a hand in getting American crews passed through local quarantine.



AT A BOARD MEETING of Brazilian and American officials Consul Belton (*far right*) helps give oral examinations to two local students who are applying for free



WHICH HE IS REQUIRED TO PASS ON TO STATE DEPARTMENT IN WASHINGTON

Porto Alegre (pop. 350,000) is a harbor city, capital of Rio Grande do Sul, the southernmost state in Brazil. The area is important agriculturally, producing beef (*above*) and Temperate Zone supplies lacking in the tropical regions of the country. One of Consul Belton's tasks is to report to Washington on the quantity and quality of this production. He must also report on local manufacturing, the market for U.S. goods, and political affairs. In addition Belton is ex-

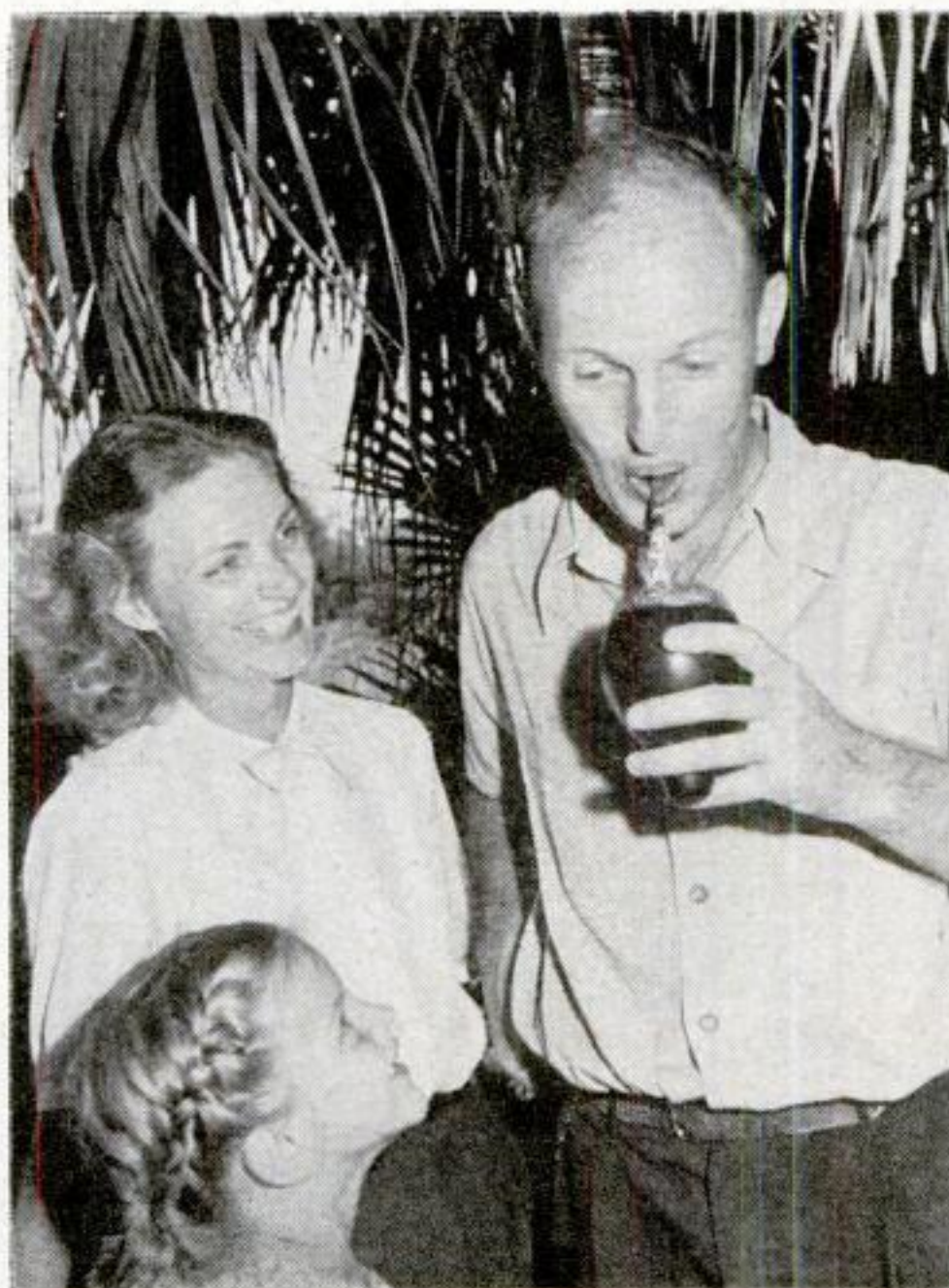


AT HOME BELTON AND FAMILY DINE WITH A DIGNITY BEFITTING HIS STATION

pected to bail errant American seamen out of the calaboose, entertain visiting American politicians, issue visas to Brazilians who wish to visit the U.S. and help out U.S. tourists who have neglected to learn Portuguese or who are merely lonely. While doing this, he must maintain a dignified household (*top right*) and be a good fellow. If he succeeds he may be transferred to different surroundings or be nudged upstairs to Foreign Service Class 3 (\$8,000 plus allowances).



scholarships in colleges in the U.S. Young man leaning on bookcase explains that he would like to study dramatics. Girl is interested in taking a course in engineering.



AT ANOTHER PICNIC Belton drinks tea from a native *bomba*. Mrs. Belton and daughter Barbara, 5, wait their turn. Traditionally everybody uses the same *bomba*.



AT THE AIRPORT Belton goes over charts with a U.S. aerial mapping team, which works under joint supervision of the American and Brazilian governments.

FOREIGN SERVICE CONTINUED

EMBASSY

Career officer gets there
after 36 years in service

After more than 30 years in the Foreign Service 60-year-old Jefferson Caffery has reached the top. Like Beginner Weast and Consul Belton on the preceding pages, he started at the bottom. But it is a matter of good fortune that his wife has independent means. Caffery is now Ambassador to France and has been since the embassy was reopened after liberation of Paris in 1944. In a big, white-sandstone building overlooking the Place de la Concorde, he bosses an organization which is part information center, part chamber of commerce and part detective agency. After London it is the largest U.S. embassy in the world. It is staffed by more than 360 Foreign Service employees, many of whom are specialists in their own fields: economics, agriculture, labor, military and naval affairs, politics.

Caffery's work is similar to that of Consul Belton in Porto Alegre, except that while Belton himself journeys out to examine a herd of beef cattle, Caffery sends a staff of agricultural experts to do the job. And while Belton drinks his tea from a community mug at a picnic, Caffery entertains the top political figures of France at a banquet (left) of *vol au vent*, roast turkey and purée of chestnuts.

To reach his present position Caffery started in 1911 as a secretary in a U.S. legation in Venezuela. He served in Sweden, Iran, Spain, Greece, Japan, Germany, El Salvador, Colombia, Cuba and Brazil. Through the years he has become a textbook ambassador: precise, always immaculately dressed in clothes of excellent cut, topped off with a Homburg hat, gloves and a cane. When he walks in the Tuileries, when he stoops to kiss an orphan (below, left) or when he merely stands with his wife in the embassy garden (opposite), he displays a carefully cultivated dignity which reminds the French that the U.S. is a great country. That is exactly what Caffery, near the end of a standard diplomatic career, has spent 36 years of his life preparing to do.



IN AMERICAN EMBASSY AT PARIS A SELECT GROUP OF FRENCH POLITICIANS DINES WITH THE AMBASSADOR



AT A CHRISTMAS PARTY for 5,000 French orphans Ambassador Caffery bends over to give a little girl an embrace and a gift. The children cried, "Vive L'Amérique!"



IN A CISTERCIAN ABBEY devoutly Catholic Caffery chats with a bearded priest. This was a Saturday-afternoon pleasure trip for the ambassador, who rarely leaves Paris.



IN THE EMBASSY GARDEN near the Seine River, Ambassador and Mrs. Caffery stand in the shadow of the Eiffel Tower. Caffery, a precise man of spartan habits, leaves

his office for two hours daily at exactly 1 p.m. and retires to the privacy of this garden, where he runs around the close-clipped lawn exactly 51 times (a distance of $1\frac{1}{2}$ miles).



BEN DUBOIS, president of the First State Bank of Sauk Centre, is the community's outstanding liberal.



GENEVA TWETEN, a dressmaker and supporter of Dewey, mixes clothes and politics in advertisements.



CLARENCE ENRIGHT, 32, manages Farmers Cooperative Elevator, Sauk Centre's biggest single business.



MAYOR WALTER OTTESON, in typical Minnesota cap, lost recent fight for municipal liquor store.



MAIN STREET STILL ENDS ABRUPTLY IN PRAIRIE, AND A FEW NEON SIGNS HAVE DONE LITTLE

Main Street 1947

Sauk Centre, Minn. is less isolated and less isolationist than it was when Sinclair Lewis lampooned his home town in fiction 27 years ago

by **HENRY ANATOLE GRUNWALD**



TO CHANGE ITS DRAB LOOK SINCE LEWIS WROTE FAMOUS NOVEL

ONE of the most important places in the world of 1947 is a Minnesota wheat-prairie town situated in the heartland of America. Offhand its claims to importance seem tenuous. The town has 3,000 inhabitants, a grain elevator which just reached a million-dollar yearly turnover, a state institution for wayward girls and a mayor who writes poetry. But it also had a novel written about itself by old Dr. Lewis' son Harry. In the book the town was called Gopher Prairie, but its indignant home-town readers were not fooled. It was this novel which lifted Sauk Centre, Minn. from among the other 1,422 American towns of approximately its own size, and carried its bigotries and bedroom secrets, its sturdy faiths and ridiculous foibles to the great world beyond St. Cloud (and even beyond Minneapolis). It also clearly explained the town's importance in the affairs of man. "Main Street is the climax of civilization," rasped Harry (better known as Sinclair) Lewis in his preface. "That this Ford car might stand in front of the Bon Ton Store, Hannibal invaded Rome and Erasmus wrote in Oxford cloisters. What Ole Jenson the grocer says to Ezra Stowbody the banker is the new law for London, Prague, and the unprofitable isles of the sea. . . ."

Lewis wrote that after World War I. A quarter of a century later, after World War II, the obligation of mockery comes close to simple truth. America is the most powerful country on earth, the only really powerful defender of the democratic faith. Only America and its cities and its Sauk Centres retain strong sinews to serve the Western spirit. In a very real sense Erasmus must find a place somewhere between the silos. In a very real sense the law of London, Prague and the isles of the sea depends on America: for the outcome of the great contest between democracy and communism will be determined by the choice the world's people make. And their choice will be determined in turn by the case America can make for democracy.

At the same time America's own survival depends on the choice, because American democracy could not continue alone in a totalitarian world. Thus London, Prague and the isles of the sea, in their very dependence on America, are also America's judges.

What would their verdict be on Sauk Centre 1947?

Main Street and the world

SINCE Sinclair Lewis painted it as an ugly knot of bighearted and narrow-minded men, a citadel of ill-directed strength and conceited barbarism, several revolutions have swept Sauk Centre like the tornadoes that rage through the great Northwest. After each storm the townsmen calmly replace the ripped-off roofs and the farmers rebuild the pushed-in barns, and soon the old image is restored; yet each time some deep changes are left. Similarly the century's roaring revolutions found Sauk Centre harder to shake and tougher to tear than the marble of France and the nerves of Britain. But in the end some changes were cut deep into the face of the town, and this one change is the most important: Sauk Centre has finally, if dimly, realized that the world is watching and that it has a right to watch.

About twice a month a dozen or so of the town's leading citizens meet around a wooden table in a combination storeroom and office right above the First State Bank of Sauk Centre. Half-jocularly they call themselves the Economists' Club; their permanent agenda is the state of the nation and of the world. Following is a somewhat condensed version of one of their meetings.

Ben DuBois (president of the First State Bank): I think we ought to talk about isolationism for a while. What do you think? Have we outgrown it?

Dewey O'Gara (garageman, Buick and Pontiac dealer; tall, lithe and usually silent): Definitely. The war has taken care of that. And the Bomb.

Chuck Rathe (editor of the Sauk Centre *Herald*; short, thin, pale, with knowing eyes): Well, I'm not so sure about that. I guess we've outgrown it temporarily. But it doesn't mean we can't revert to type.

Dave Hooper (a farmer of violent gestures and a weirdly assorted erudition): Chuck, the farmer was never isolationist. The damned newspapers and the magazines made him out to be that way. Isolationism was a straw man.

(Here follows an interlude on agriculture, apparently a deviation from the main topic. Actually, in this agrarian town, any mention of agriculture soon becomes the main topic, while the rest of the world's affairs seem like the deviation. Presently the discussion turns to Russia.)

S. P. Hansen Jr. (a thin grocer with a Yankee face): What we need is to stand up to them.

Hooper (shouting): That's nonsense. You just see where it gets us.

Rathe: The trouble is, we can't get through to the people. You have to deal with governments.

O'Gara: Yes, the people are just like us. They want the same things we want.

Hooper: Free trade is what we need. I say, pull down all the walls!

O'Gara: How're you going to keep things going here without tariffs?

Hooper: Tariffs hurt the farmer. They just help industry. You guys don't understand economics.

O'Gara: Do you want to compete with a lot of cheap labor? Do you want to work for 20¢ a day?

Hooper: Look here, Dewey, farming isn't done by men. It's done by machines. The war got all the men, and we still produced more than ever before. We can outproduce all of them over there.

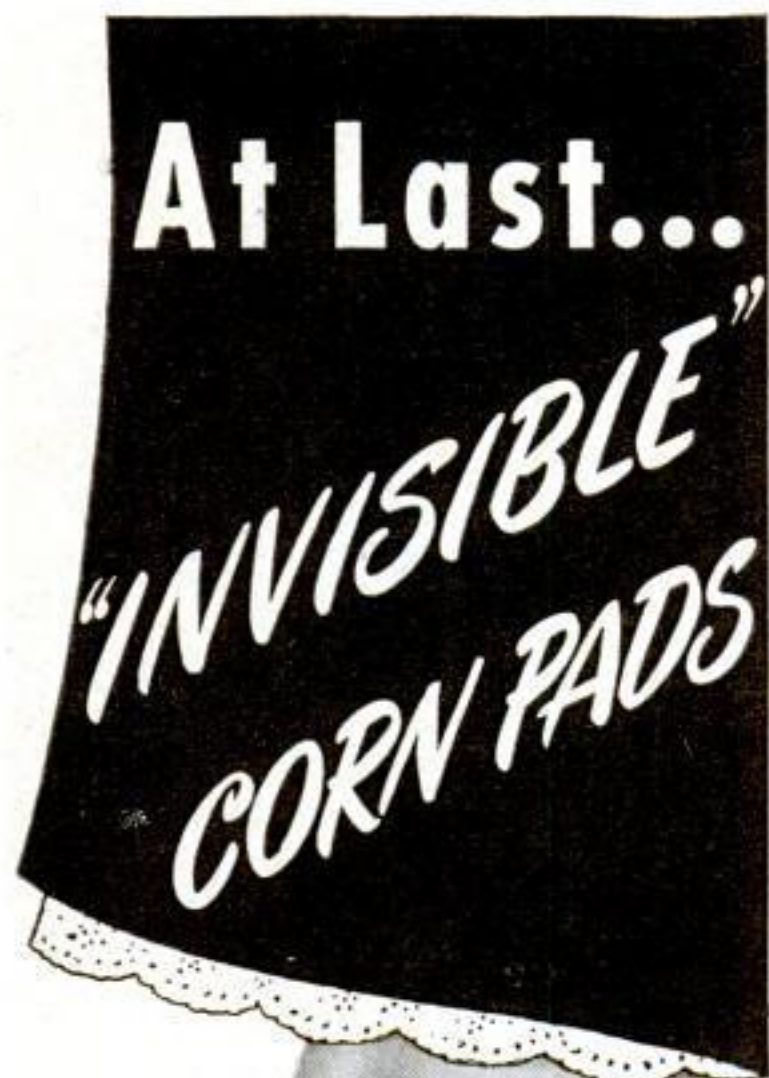
O'Gara: Suppose they collectivize like Russia. Russia can outproduce us.

Hooper: Okay, let them. Why should we ship our—(groping for the proper word)—our fertility over there, anyway? Let's each produce as much as we can and what's most economical.

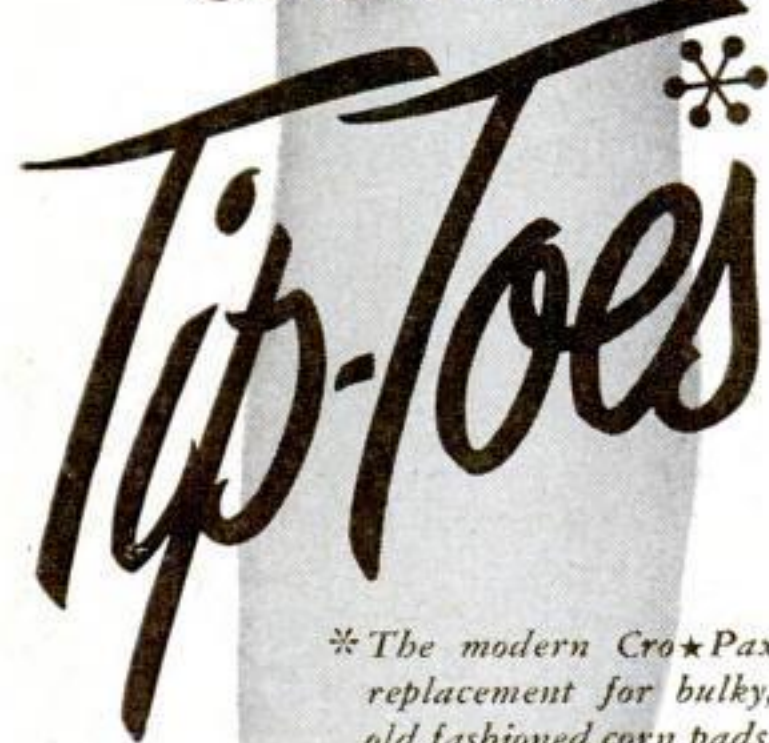
DuBois: Let's get back to Russia.

Mickey Hansen (the grocer's son, a veteran and a law student at the University of Minnesota): Only difference is, they have one cartel in Rus-

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CRO-PAX

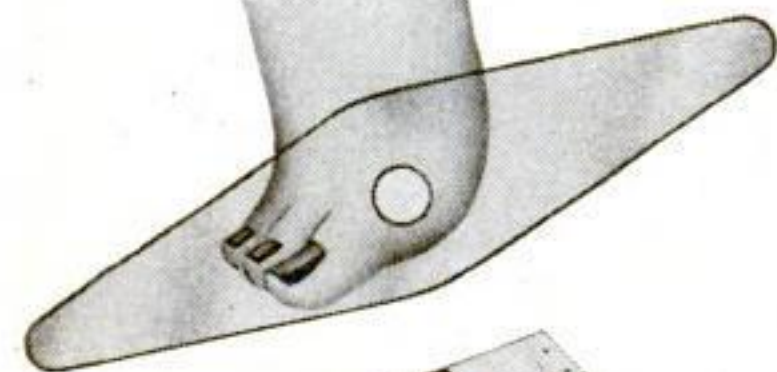


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Tissue-thin for comfort . . . flexible as your own skin, TIP-TOES are medicated for quick, sure, soothing relief . . . elastic for secure fit. Soft, safe, easy to use, TIP-TOES maintain smooth, natural foot lines . . . are perfect for wear with open-toe shoes. Wear them while bathing too, because they're waterproof.

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FOREST CITY PRODUCTS, INC.
CLEVELAND, OHIO

sia, and we have several. I don't think communism is morally wrong.
S. P. Hansen Jr.: You can't be a communist without being an atheist!

Hooper: You can, too.

DuBois: We don't have to worry about communism if we can make our system work right here.

All the Economists' discussions indicate that the men are uncertain and unevenly informed. But they are eager, curious and serious enough to keep coming back to their conference table. They have, in a very small way, begun to refute Sinclair Lewis' bitter charge that "Gopher Prairie regards itself as a part of the Great World, compares itself to Rome and Vienna [but] will not acquire . . . the international mind which would make it great. It picks at information which will visibly procure money or social distinction. . . ."

The isolationism of Gopher Prairie and of the whole Midwest is dead in one simple, basic respect: virtually everyone realizes that staying out of Europe is no longer possible, no matter how regrettable this may be. But things have not yet progressed very far beyond this war-born realization toward concrete knowledge or ideas. The people applaud U.N. simply because they are stuck with a vague feeling that something must be done about the world, and U.N. takes this feeling off their souls.

The face of Main Street

THE mind and matter of Main Street today exhibit an intricate pattern of change and sameness—somewhat like the mixture of childishness and adulthood in an adolescent. Since Lewis' heroine, Carol Kennicott, quixotically charged the prairie windmills, the town has become cleaner, more comfortable, more tolerant (and less vigorous); the windmills themselves are gone, replaced and bettered by remote dynamos. Yet the town has somehow managed to subvert dynamos and Buicks and even sophistication, like that of Harry Lewis, to its own narrow sovereignty.

The town is still small and lost in the wintry desolation of the prairies, and its low houses are still huddled together against the unconquerable cold. The prairie still reaches within a block of Main Street—the store counter, the altar and the bathtub still stand, with an incredible lack of transition, only a few feet removed from earth or mire. The people still live in frame houses (haphazard and impermanent to city dwellers' eyes) which still show no trace of the dignified castles and cottages that Carol dreamed about. Main Street itself, barely longer than when Carol measured it in a panic-paced walk of a few minutes, still consists chiefly of flat, boxlike two-story buildings, and wood is still deceptively disguised by stucco.

But nowadays, along with stucco, Main Street has other disguises. It has multicolored Lucite surfaces, cheap, shining plastic gadgets, neon lights which, in their modest way, are as garish as those of Times Square or the Loop. The post office, once lodged in a run-down store, is now a bright, almost colonial brick building, and the high school, once sad and damp, is now the handsomest building in town, with straight, honest, 20th Century contours. The only full-time hotel (Minniemashie House in Lewis' version, Pal-

CONTINUED ON PAGE 104



THE ECONOMISTS' CLUB, whose members are among Sauk Centre's leading citizens, meets regularly to discuss the state of the nation and the world.

YOUR SHOES ARE SHOWING!



EMBARRASSING, ISN'T IT?

YOU NEED **SHINOLA**

● Socially, and in business, your appearance is extremely important. You'll find it pays to use SHINOLA. Shinola's combination of oily waxes helps hold in and replenish the normal oils in leather—helps maintain flexibility. That means longer wear.

SUMMERTIME is SHINOLA WHITE time. Made of the whitest white pigment available, SHINOLA WHITE helps keep summer shoes really white and new-looking. This liquid shoe cleaner is a real favorite—it's so easy to put on—yet hard to rub off.



IN CANADA IT'S 2 IN 1

When Your Eyes Are Tired DO THIS

MAKE THIS SIMPLE TEST TODAY



EYES OVERWORKED? Two drops of Murine in each eye will rest, relax and refresh tired eyes in seconds. You get—



QUICK RELIEF. Murine is a scientific blend of seven ingredients. Absolutely safe . . . gentle as a tear. Murine gives tired eyes the feeling of "hours of rest" in seconds.

MURINE FOR YOUR EYES





**"We'll save \$112 for side trips by riding
to Seattle in these new TOURALUX cars"**

THE fresh and inviting Tournalux *sleeping* cars on The Milwaukee Road's new OLYMPIAN HIAWATHAS save you money—over \$37 on a round trip between Chicago and Puget Sound. Though travel costs in these cars are about 22% less than in standard Pullmans, their modern appointments make them tops in comfort.

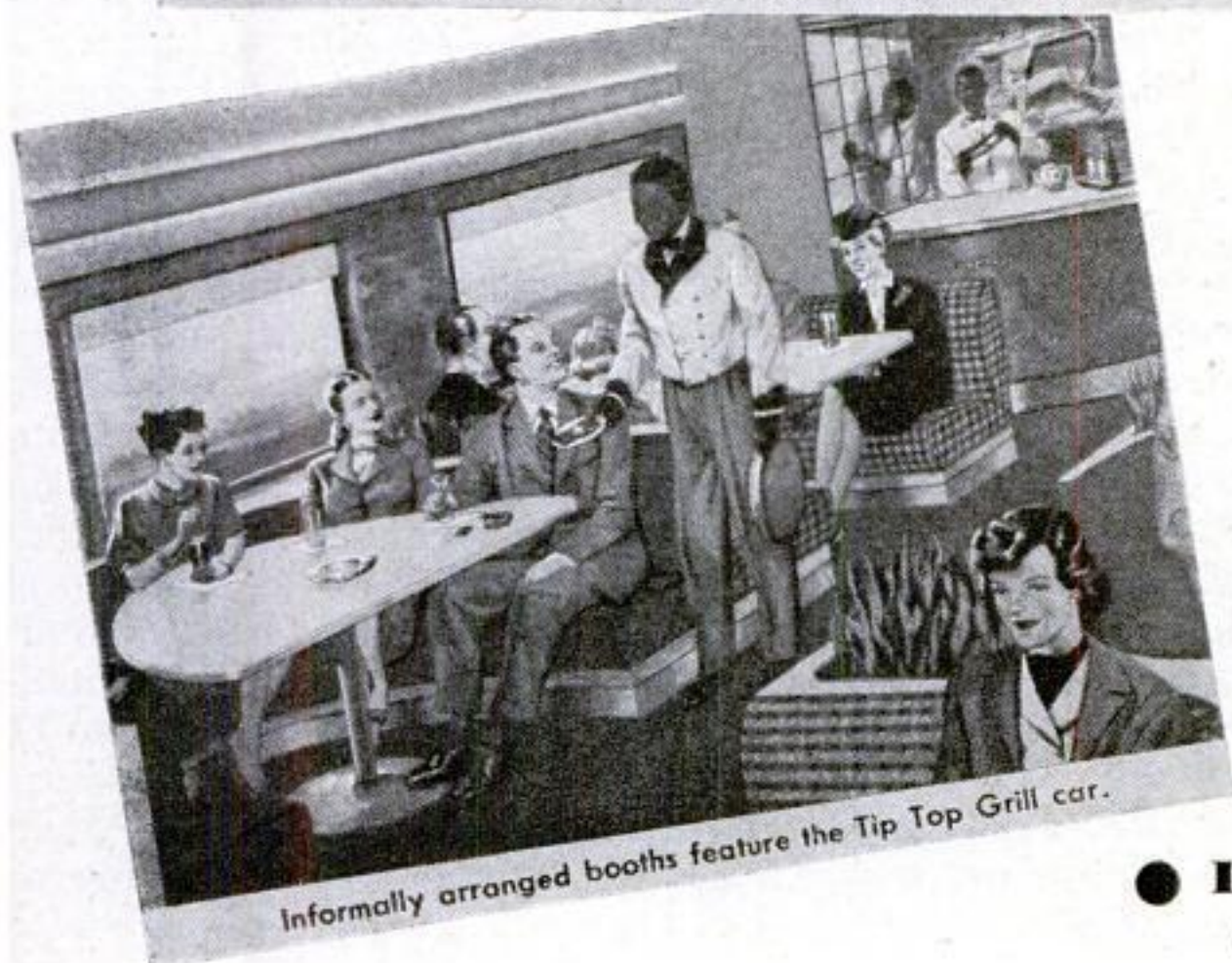
Paneled in bleached walnut, with spacious lounging rooms and extra wide berths individually lighted and air conditioned,

the Tournalux cars are truly a postwar innovation. You're welcome in the adjoining Tip Top Grill car, a gay rendezvous for those who wish to enjoy a snack or the sociability of the cocktail lounge. There's a smart dining car too, of a brand new type.

Plan your vacation trip around the OLYMPIAN HIAWATHAS. For literature on the Northwest Wonderland, write F. N. Hicks, Passenger Traffic Manager, 726 Union Station, Chicago 6, Ill.



The striking dining car has angle seating for forty guests.



Informally arranged booths feature the Tip Top Grill car.

THE MILWAUKEE ROAD'S NEW
Olympian Hiawathas



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JUNE 29TH**

Have you discovered the secret of real shaving comfort?



THE SHAVE IS
BETTER
WHEN
THE LATHER STAYS
WETTER

Yes, the **WETTER** the lather the **BETTER** the shave. A quick-drying lather dries out on your face—causes sting and burn. What you want is a rich, creamy **EXTRA MOIST** lather... the lather you get with Lifebuoy Shaving Cream... a lather that **STAYS MOIST**, keeps your beard soft and gives you **CLEANER, SMOOTHER** shaves even with cold water or a used blade.

TRY
LIFEBUOY SHAVING CREAM
WITH STAY-MOIST LATHER

A PRODUCT OF LEVER BROTHERS COMPANY



SAUK CENTRE gets most of its entertainment from Hollywood at the Main Street Theatre, a chromium-studded version of Lewis' Rosebud Movie Palace.

MAIN STREET 1947 CONTINUED

mer House in reality) is still a shabby, three-story structure, its bare lobby lined by rickety chairs. But it has acquired a new desk of natural wood and a shining cash register, and the dining room, once a "jungle of stained tablecloths and catsup bottles," now has a bright-red lunch counter and serves sophisticated olives before meals.

The grocery store no longer visibly harbors the cat which Sinclair Lewis observed sleeping on the lettuce, and the meat market's "reek of blood" has grown faint. The women's window of Nathe Style Shop displays a gray pin-stripe suit vaguely reminiscent of London, and the Mary Ann Shop exhibits a brassy black hat with a gold veil and spangles. The farm-implement stores, which shinningly reflect the mechanical revolution in agriculture, are at the height of prosperity and cleanliness.

The churches (there are nine), which Lewis found mostly crude and impermanent, now appear safe and settled, with the two brick Catholic churches sturdiest of all. The saloons (there are five) no longer feature a "stink of stale beer and thick voices bellowing pidgin German or trolling out dirty songs—vice gone feeble and unenterprising." From the Waldorf (Bus Depot, Modern Rooms With or Without Bath) to the Theatre Cafe (Liquor Served On & Off), the bars have calmed down to mere juke-box gaiety, and there was even a puritan movement recently to remove all window decorations so that every citizen might see any other citizen at play.

Probably the most significant change has occurred in the corner drugstore (once "a greasy marble soda fountain and pawed-over heaps of toothbrushes and combs . . . nostrums for consumption . . ."). Now it is enchanted with nickel fixtures and annexed to the rest of the country by the warm familiarity of Pepsodent and Kleenex and Elizabeth Arden. It still contains an alarming variety of treasures—Teddy bears, films, glass vases, pots and pans, literature; and over the neat, antiseptic chaos hovers the picture of a white-sweatered Coca-Cola coed, smiling down angelically upon a nation united by national brands. Even though the town has a sublime genius for pretending that Coca-Cola is a strictly local product, the familiar labels on bottles, cans, movies, books, motorcars, philosophies and radio programs do more to bring the outside world to Sauk Centre than the Economists' Club will ever be able to do.

For all the new brightness and the varied outside ties, Main Street life has not grown much richer or broader. Its concerns are still intensely simple. The town is talking about the recent election—over the issue of establishing a municipal liquor store—

CONTINUED ON PAGE 107

AMAZING THING! *By Metcalf*

THE SENSATIONAL NEW
TREATMENT CALLED **TING**
FOR
**ATHLETE'S
FOOT**

TING IS EFFECTIVE IN
KILLING SPECIFIC
TYPES OF ATHLETE'S FOOT
FUNGI, ON CONTACT, IN
60 SECONDS!

TING
SURE IS AN
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PRODUCT!

TING HELPS
RELIEVE ITCHING AND
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THIS SENSATIONAL
CREAM IS GREASELESS—
STAINLESS, EASILY
APPLIED. **TING**
DRIES TO A
FINE POWDER! **TING**
GUARANTEED
TING MUST SATISFY
YOU IN ONE WEEK
—OR MONEY BACK!

EVEN IF OTHER PRODUCTS
HAVE FAILED TRY
AMAZING **TING** TODAY.
ALL DRUGGISTS.
ONLY **50¢**

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CREAM

... ALSO AVAILABLE IN THE NEW **89¢** ECONOMY SIZE.



From men who know their
knitting comes this
smart new Sportswear

From the makers of Hanes Underwear whose values you know so well . . . comes this new SUEDEKNIT* Sport Shirt. Feel the soft, suede fabric of Hanespun yarn and you'll agree it's "The Cashmere of Cotton Knitting." It's a product of 45 years of spinning and knitting experience. Raglan shoulders. In white, canary, blue or tan, color-fast to sun and laundry. Values you'll appreciate at \$1.85.

*Reg. U. S. Pat. Off.

You'll rate it "top drawer"

Here's a new fleece-lined Sport Shirt for a quick warm-up and a slow cool-off . . . the Hanesknit WINDSHIELD. Tops for tennis, track, sailing, fishing and beach wear. Raglan shoulders and swing sleeves for e-a-s-y action. In white or four "well-dressed" colors—canary, red, blue or tan—all fast. A real value at \$2.50.



Buy me
that, Mom!



He knows his friends will crowd around when he pops out of the house (like a sunrise) in one of these colorful Basque Shirts. Neither sun nor tub will fade any of the six exciting patterns. Mothers will like the fine sewing that spells long life for these Hanesknit garments. They're values worth shopping for . . . only \$1 for ages 2 to 6, \$1.25 for ages 8 to 14.

P. H. Hanes Knitting Co., Winston-Salem 1, North Carolina

—the label of quality knitting in sportswear and underwear



*Come over on the
Sunny Brook side!*

Enjoy the whiskey that's
"Cheerful as its Name"

Come, bask in pleasure beside
Old Sunny Brook! Pour yourself a bit and
savor it straight . . . Good? Indeed it is!
Taste that fine Kentucky flavor—so mellow,
so silky-smooth. Or mix a tall one
just as you like it, and sip a fragrant
masterdrink. Yes sir, sure as sunrise,
you and your guests are going to like
delightful Old Sunny Brook whiskey.

OLD
SUNNY BROOK
BRAND

Kentucky Whiskey—A Blend



LOOK FOR
THIS WATCHMAN
ON EVERY BOTTLE

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CORNER DRUGSTORE, where national brands unite Sauk Centre with the rest of the nation, is almost the only meeting place for town's teen-agers.

MAIN STREET 1947 CONTINUED

in which Mayor Walter Otteson and the Women's Civic Improvement League were defeated by the liquor dealers and the friends of free enterprise. (The vote was 886 to 644—the biggest electoral turnout in Sauk Centre's history.) The Chamber of Commerce, headed by a dynamic undertaker named Charlie Corrigan, is still trying to attract industry to the town—though the word "pep" has gone into eclipse and has been superseded by "plan."

The Gradatim Club—practically indistinguishable from Lewis' Thanatopsis Club—still undertakes its touchingly eager and dainty excursions into the infinities of knowledge. In January the ladies devoted an afternoon to the subject, America at Peace, Both National and International. Other subjects (one afternoon each): Conservation in Minnesota, Plants & Flowers, Home Decorating, Music Appreciation. The club motto declares, "Heaven is not reached by a single bound, But we build the ladder by which we rise From the lowly earth to the vaulted skies. . . ."

But the skies over Main Street do not vault very high. Existence moves quietly between home, business and church (in that order of importance), accompanied by an endless and sincere chorus of first-name-calling friendliness. Births, deaths and new motorcars are community affairs. Parties are sedate and happily untouched by such nerve-racking diversifications as fancy dress and Chinese music, which Carol Kennicott tried to introduce. The women's ranking social club, the Niblick Club (latterday equivalent of the Jolly Seventeen), is little more than a complement to the men's golf club. Politics are likely to be personal. The most spectacular product, at present, is Sauk Centre's mayor, Walter Otteson, who in some ways symbolizes the town, although in many respects he merely caricatures it.

His Honor is a burly, expansive Nordic teetotaler, a crusader against slot machines and circulation agent for the Minneapolis *Tribune* and *Star* (a job he considers almost equal in missionary value to teaching or the priesthood). He is a tireless humorist with an occasional, carefully displayed flash of erudition; he says of a local ice dealer, "He always reminds me of O'Neill—you know, The Iceman Cometh." He also writes occasional poems; an excerpt from one, done in honor of a local basketball hero named Ray Stanton:

... And Stanton was a Ray of hope
You mustn't say, "That Ray, that dope!"
His dash the grace of antelope
They said he couldn't skip a rope. . . .

Apart from such homely, functional manifestations, poetry and the allied arts are still handled gingerly and rather distrustfully in Sauk Centre. Culture is still almost as irritating and elusive an entity as in the days when Lewis' Raymie Wutherspoon, the Bon Ton clerk, ineptly yearned for it. Consequently the chief cultural burden falls on the patently sound, reassuringly chromium-studded Main Street motion-picture theater. Until last January, when somebody stole it, there was a bronze plaque in the lobby, engraved with

CONTINUED ON NEXT PAGE



Your whole week's wash done in 30 minutes—while you shop!



CONVENIENT! Put the neighborhood "Launderette" store on your shopping list. The Bendix does everything—*bath mats, blankets, slip-covers, curtains*. It's thrifty, too!



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30 MINUTES! The Bendix does all washes safely, from lingerie to work clothes—and so gently your clothes last longer! A beautiful white wash, sweet and clean in only 30 minutes!



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Says a typical "Launderette" owner.



The name "Launderette" identifies individually owned self-service, automatic laundry stores—pledged to observe the standards of service and sanitation of the Telecoin Self-Service System. "Launderette" is a trademark of Telecoin Corporation, New York 17, N.Y.

PLATTER PATTER

by Anne Cleveland



"Well Gosh, Miss Heatherbloom . . . I just can't seem to feel anything when it's not Johnnie Guarneri!"

MORE NEW "MUSTS" FROM MAJESTIC:

Six scorchers in a hot piano album by Johnnie Guarneri (M-11). "Romance with Eddy Howard," the juke-box champion's latest album (M-15). "Play Pretty for the People"—seven favorites by Louis Prima (Album M-3).

Majestic RECORDS

MAJESTIC RADIO & TELEVISION CORPORATION, ELGIN, ILLINOIS



THE GRADATIM CLUB, satirized in *Main Street* as the Thanatopsis Club, listens to a performance of *Angel's Serenade* in its constant pursuit of culture.

MAIN STREET 1947 CONTINUED

an inspirational message from Sinclair Lewis, "Here are the portals of imagination. Recover hope all ye who enter here." The portals are still exceedingly narrow (this week: *Sunset Pass*; coming soon: *Love Laughs at Andy Hardy*).

The cozy shallowness of Main Street life is most disturbingly evidenced by Sauk Centre's young people. They have little outside the wholesome home except the occasional high school or armory dance, the nearby lakes for swimming, and the movies. They are pathetically indignant over the fact that the bowling alley, which burned down three years ago, has still not been replaced. Their minds usually are not much fuller than their lives; most high-school students dislike their history teacher, Marie Flekke, not only because of her uncompromising antichewing-gum views but because she tries to cram current events into their frankly uninterested heads. Their sometimes shocking ignorance is well-fed and thickly hidden by movies and digest magazines, and their schoolbooks are digests, too, with a smattering of Longfellow here and Dickens there. Typically enough many older people complain that there are no more brilliant minds around and none of the "characters" the town once had.

Said Dr. Kennicott to his wife Carol, ". . . I just mean—Don't get onto legs and all that immoral stuff."

Today Main Street considers legs perfectly moral. Along with legs it has sanctioned a great many other things. There are no longer any strenuous objections to women meddling in politics (Geneva Tweten, one of the town's most popular dressmakers and agitators, advertises at election time, "For good tailoring, see me; for good government, vote Republican"). Cooperatives, labor unions and profit-sharing have become respectable terms. And it is

CONTINUED ON PAGE 110



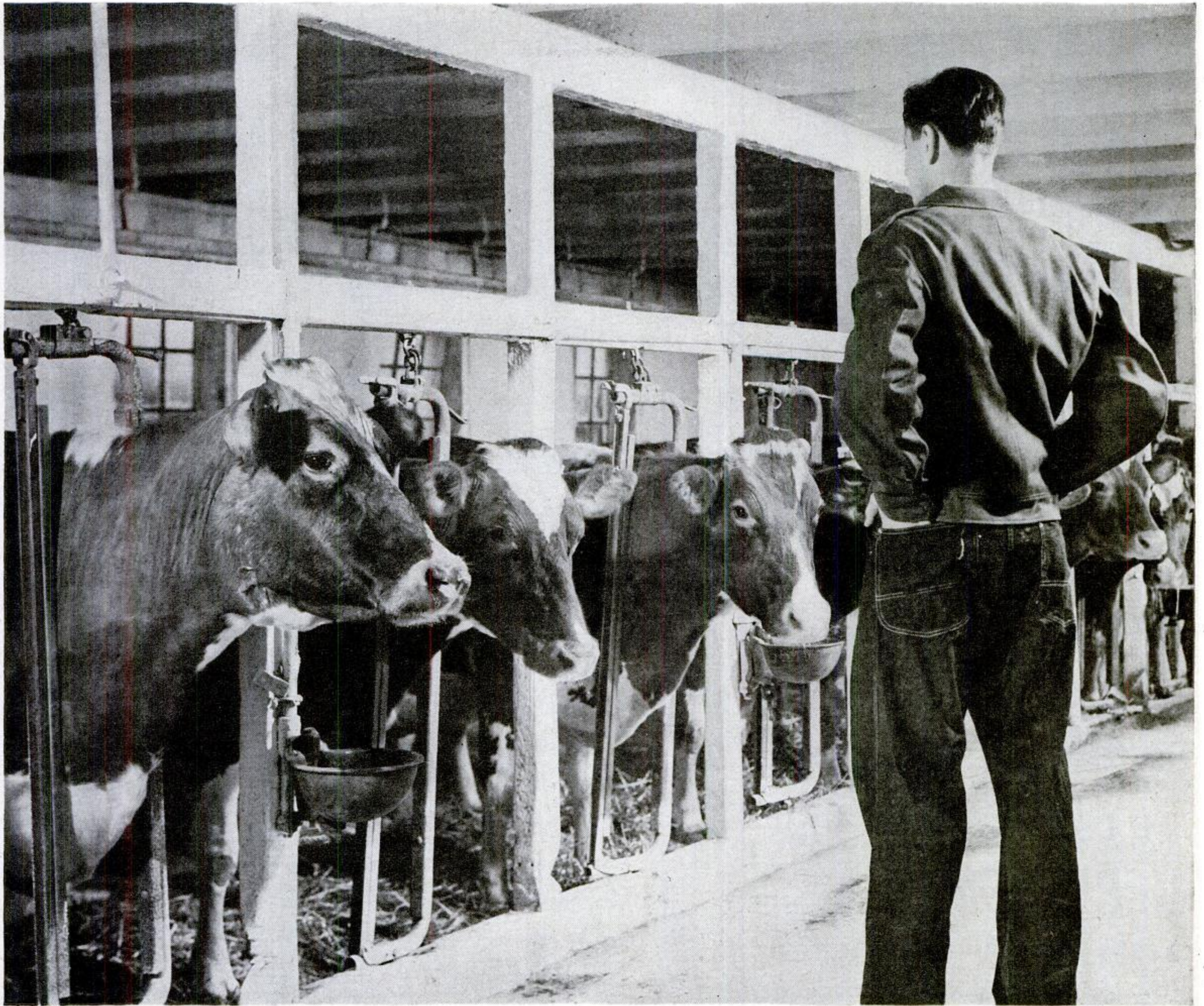
THE ROTARY CLUB meets weekly in the new dining room of the Palmer House, where Lewis' "stained tablecloths and catsup bottles" no longer exist.

Scene in better boudoirs

NU-MAID beautiful NYLONS

Why shouldn't he be a "Peeping Tom"? Your legs look so glamorous in Nu-Maid Beautiful Nylons! They have that dull sheen that emphasizes their sheerness—plus superb wearing quality . . . super-fit . . . shades and sizes to suit everyone . . . Be sure to ask for them at your favorite store.

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The sergeant's a general—again

When Joe came home from Uncle Sam's army, he took command of another army which lines up twice a day in the barn.

Both Joe and his army had fine war records. His is tucked away in a bureau drawer. His cows' records are in the U. S. crop reports.

But those figures reflect a war production job to equal any other. The demand for milk, nature's most nearly perfect food, hit a new high during the war, when the energy and health in milk were needed more than ever. The response from America's dairy farmers was magnificent. Wartime milk production was the highest in history—peacetime production continues higher than in any pre-war

year. And about 25% of the average American's diet is milk in some form.

We're glad to be Joe's partner in his important job. He produces the milk. Here at National Dairy, we process it, package it, protect its quality all the way to you. We turn it into rich cheese, butter, ice cream and other foods. Our laboratories constantly improve familiar foods, develop new foods, and create new products from once-wasted by-products.

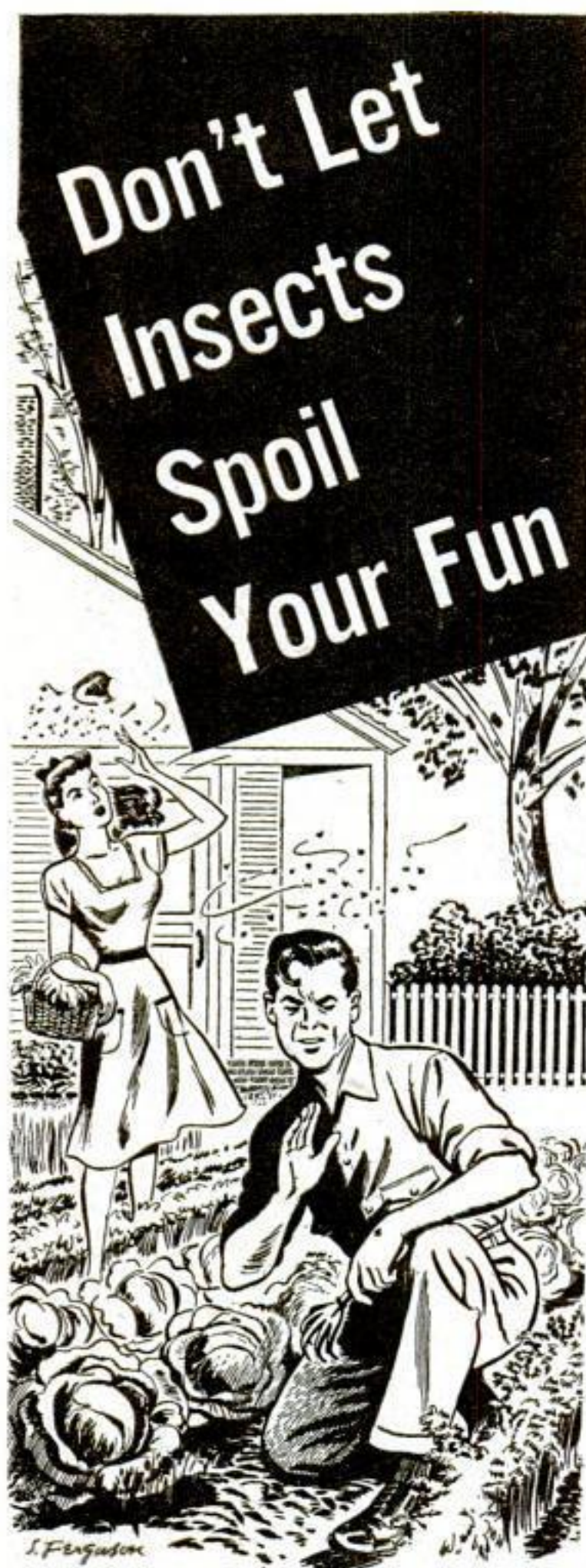
There's still much to be discovered in this vital substance, milk. Many minds and hands are working on it at National Dairy. And its contribution to the health of this and future generations will be greater for what we do.

Dedicated to the wider use and better understanding of dairy products as human food . . . as a base for the development of new products and materials . . . as a source of health and enduring progress on the farms and in the towns and cities of America.



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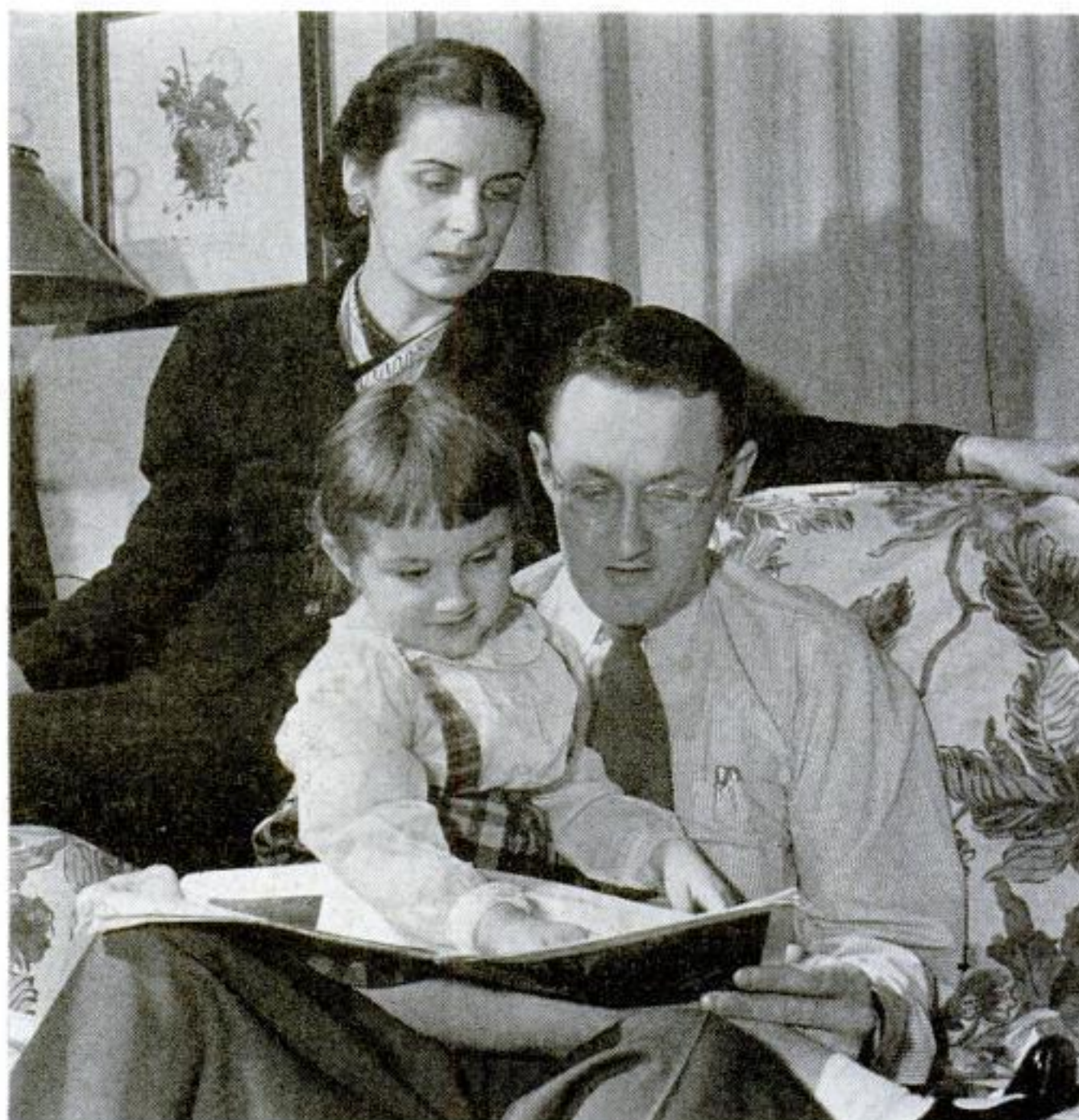
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PHYLLIS GRANT, artistic and well-dressed wife of a young doctor, is the present-day counterpart of Lewis' heroine, unhappy Carol Kennicott. Unlike Carol, she does not rebel against life in Sauk Centre, accepts it for what it is.

MAIN STREET 1947 CONTINUED

possible for Mickey Hansen to say in the Economists' Club that communism may be morally right without drawing thunderbolts.

Main Street has clearly lost many of its prejudices. A Carol Kennicott would still not be satisfied, but it is probably typical that Carol's obvious equivalent in the present Sauk Centre—a smart young doctor's wife who, like Carol, is a newcomer from St. Paul—shares none of her prototype's rebellious spirit. Mrs. Phyllis Grant, an attractive, dark-haired, slender girl who dresses smartly, is perfectly content in the happy circle of her husband, her daughter, her neighbors and the Niblick Club. She believes that much of what Lewis had to say about Main Street is still true, but it hardly bothers her. As for Carol Kennicott, Mrs. Grant thinks she was a fool for being unhappy over the pretty obvious fact that a small town is a small town.

The latter-day Carol's conformist docility is no accident. It indicates that there is little rebellion left anywhere on Main Street; it has either been worn down, appeased by genuine advances or absorbed, like legs, into respectability. The town's best-known rebel, Sinclair Lewis (for years denounced as the devil's own ghost writer), has become the local hero. Donald Hanson tells all strangers that it was in a room right above his drugstore that old Red Lewis began to write that novel, and the Chamber of Commerce proudly advertises the town as The Original Main Street. Most solid citizens keep the notorious book around the house, blithely ignoring its well-aimed insults. It might mean that the town has recognized the justice of much of Lewis' criticism and is mending its ways. The gloomier view is that, along with many rough qualities, the town has lost the quality of getting rip-roaring mad when it is attacked. Tolerance, like civilization, often conflicts with the holding of strong beliefs. More tolerant and more civilized than a quarter century ago, Main Street has begun to doubt itself—like all the West.

The best embodiment of these doubts is the town's most prominent radical who, significantly, is no longer a Swedish handyman, as in Lewis' time, but a perfectly respectable banker.

Ben DuBois, bank president and secretary of the Independent Bankers' Association, is definitely a member of the town's elite. Though a man of quick imagination, quiet humor (unusual in the loud-laughing Midwest) and wide knowledge, he is content to stay in Sauk Centre. He likes Sauk Centre's kindly people. Nevertheless he loves to shock them with simple statements like, "My great-aunt was one of the most notorious prostitutes in Syracuse, N.Y." or with his New Deal columns on current events, which he runs as advertising in the Sauk Centre *Herald*. He is one of the town's few Democrats, proudly proclaims himself a member of no church, reads voraciously from Harold Laski to Montaigne. His

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CONTINUED ON PAGE 113

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political philosophy contains the great contradiction which has virtually killed off liberalism, the great dilemma at the core of the democratic crisis; he advocates a strong central state to act as umpire over economic affairs, and yet he also deplores the increasing regimentation and standardization of human beings. His many political opponents in the town tolerate Ben DuBois' once intolerable heresies not merely because he is a solid citizen but because it has become more difficult for Main Street to tell which is the true faith and which is heresy.

In his novel Sinclair Lewis lampooned the faith of Main Street by citing the supposedly basic principles of two Old Citizens. The way this list stacks up today is quite revealing:

The Baptist church (and, somewhat less, the Methodist, Congregational and Presbyterian churches) is the perfect, the divinely ordained standard in music, oratory, philanthropy and ethics. Today there is no permanent Baptist church in Sauk Centre. The Congregational church has gained a leading position, but the town no longer has one dominating faith.

The Republican party . . . is the agent of the Lord. . . . The town's overwhelming allegiance to the Grand Old Party is now based on far more mundane considerations.

All socialists ought to be hanged. A few citizens still wistfully think this might be a good idea, but they know that the law is against them. Anyway it's the Communists that worry Sauk Centre today (but not very much), and hanging might be too harsh even for them.

Harold Bell Wright is a lovely writer and he teaches such good morals. . . . Sinclair Lewis, though perhaps not exactly lovely, definitely cops the literary honors. Also popular: Agatha Christie, Sax Rohmer, Kenneth Roberts.

People who make more than \$10,000 a year or less than \$800 are wicked. Few make less than \$800, and it is considered a good trick to make more than \$10,000 if you can.

Europeans are still wicked. "Wickedness" has become a rather archaic notion. Perhaps Europeans do have something the matter with them, but it's probably due to economics or environment, or something.

Anybody who touches wine is headed straight for hell. The consensus: it ain't necessarily so.

Virgins are not so virginal as they used to be. Still considered largely true, though even virginity seems to have become a relative term.

Nobody needs drugstore ice cream; pie is good enough for anybody. Ice cream has clearly triumphed.

The farmers want too much for their wheat. Nonsense. If the farmers get high prices it's good for the town.

The owners of the elevator company expect too much for the salaries they pay. Clarence Enright, the new manager of the cooperative elevator, gets the highest salary anyone ever heard of for that job, \$9,000 last year.

There would be no more trouble or discontent in the world if everybody worked as hard as Pa did when he cleared our first farm. People feel it takes more than just hard work to end the world's troubles, but exactly what it takes nobody knows.

Sauk Centre states its faith

IT IS not merely this caricature of faith which has collapsed. Serious beliefs (many of them narrow, some of them good) have begun to disintegrate without being replaced by anything new. Sauk Centre is still devoted to Christianity, a few respectable forms of hedonism, sound business, low taxes and democracy without any socialist nonsense. But the devotion has weakened. When asked outright about their principles, the most talkative citizens become nervous and hesitant, as though it were indecent to talk about one's faith. Recently some of the members of the Economists' Club were asked to name some of the things in which they believed. Their answers were self-conscious and diffuse. Said Farmer Hooper, "I believe in the consumers' cooperatives and in original Christianity—none of that church and pie-in-the-sky racket. Confucius is okay, too." Said Garageman O'Gara, "I believe in Pontiacs and in decent living. The government owes everyone that." Said Editor Rathe, "I believe in the extreme worth of the individual, in full education." Said Mickey Hansen, "I believe in one world and in the people's ability to work out their own solutions everywhere." Said the elder Hansen, "I believe in America, in America for the Americans, in our country, right or wrong."

But the elder Hansen smiled as he said it.

A world weighing these ingredients might easily find Main Street wanting. The judges in London and Prague might declare, with dis-

CONTINUED ON NEXT PAGE

YOU ARE INVITED

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First Prize	\$250.	\$500.	\$500.	\$500.
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- Teen-age photographers—all those who will not have reached their 20th birthday by October 1, 1947.
 - Non-professional photographers—all who earn less than half their annual income from the sale of their pictures.
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may or with glee, that this outpost of Western civilization called Sauk Centre neither knows nor suspects the beauty which generations of Western people have wrested from nature—and that it has only imperfect faith in the moral triumphs which they have wrested from themselves.

But at the same time the outside world would see a great many things which an observer as close as Sinclair Lewis might not. For one thing the world's investigators would find it easy to inspect Sauk Centre: it is not hidden by a curtain of any metal. The approaches to the town are wide open and the endless prairie is restricted only by the rights of men who own and work the soil.

The world would see unequalled material abundance. It would see farms producing more than farms ever produced before; it would see the farmers living, like farmers everywhere, in the eternal rhythm of the earth, but surely more comfortably and with more leisure and knowledge than farmers anywhere. Above all a fear-ridden world would see a stupendous lack of fear. Sauk Centre has learned to fear a little more than it used to, but its chief anxiety these days concerns prices. Beyond that it is largely unafraid of machines, psychology, women, darkness, thieves and the east. It still fears God (somewhat less) and wars (somewhat more), but authority holds no terror whatever. When Walter Scanlan, who is chief of police, wanted to book Farmer Robert Carpenter for a traffic violation, he encountered spirited resistance, and later Municipal Court Judge (and realtor) W. H. Parker ruled against the police force.

The world would realize that while Sauk Centre is neither well-informed nor articulate about this business of Western civilization, it is, by virtue of its freedom, an inextricable and priceless part of it.

The Sauk Indians, who by legend gave the town its name only 91 years ago, held a relativist view of their surroundings which curiously applies to Sauk Centre today. The Bureau of American Ethnology sums up Sauk religion as follows, "The world is looked on as inhabited by beings permeated with a certain magic force, not necessarily malicious and not necessarily beneficent, the manifestation of which might produce one or the other effect."

Sauk Centre's force in the world today is not necessarily malicious nor necessarily beneficent. The town is no longer the definite, tight entity it was in Lewis' day. For all its earthy vigor, it is half ready to be bent or led. Therein lie both its danger and its promise to the world. One emissary from that world (an English writer) recently viewed the miracle of growth the Midwest has accomplished in a mere moment of time and was moved to say about Midwesterners, "More than any other people I know, they are like the youth of the world. They can hurt as they can comfort. . . ."



THE PALMER HOUSE looks out on Sauk Centre through stained glass and Venetian blinds. In the lobby Archie Cheney watches his cab, waits for calls.

OLD AGE CREEPING UP?

Read how a delicious food drink helps keep your body built up

Doctors tell us, all through life there is a wearing out of body tissues. When the diet supplies enough of the materials needed for tissue repair, aging is slowed down. When you fail to get the needed nutrients old age creeps up a little faster.



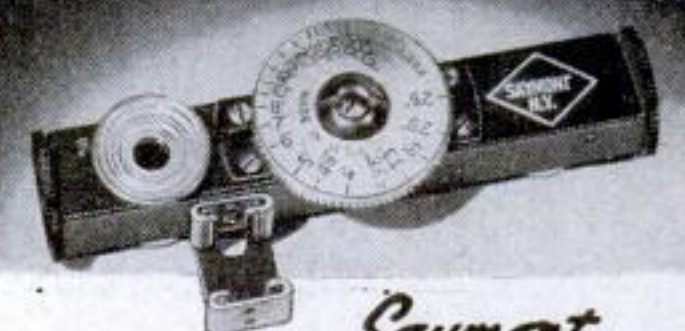
However, in early middle age the sense of taste begins to fade. The ability to digest certain foods starts downhill.

After age 30 you should take care that your diet supplies enough protein food to offset the wear and tear of daily living.

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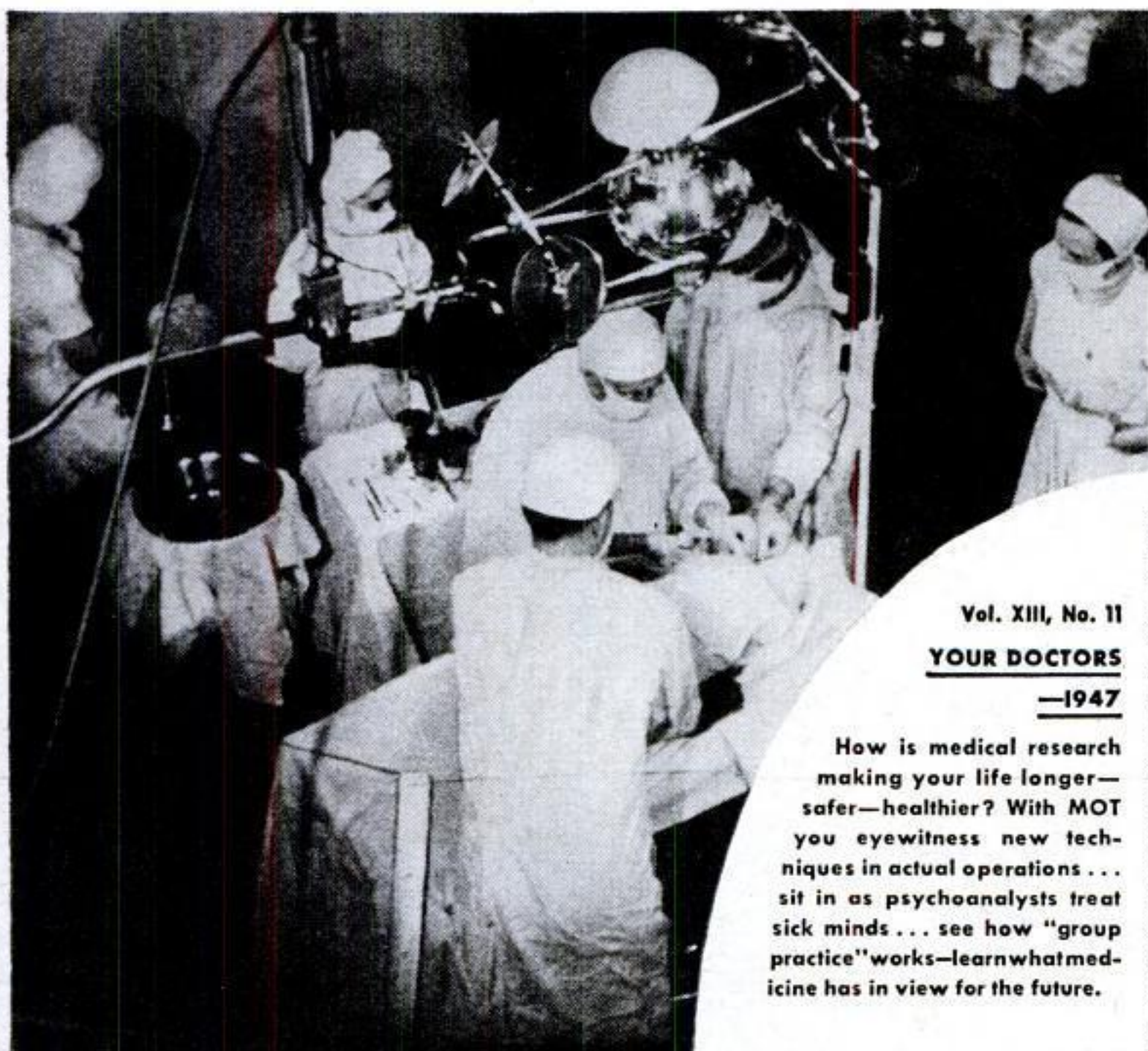
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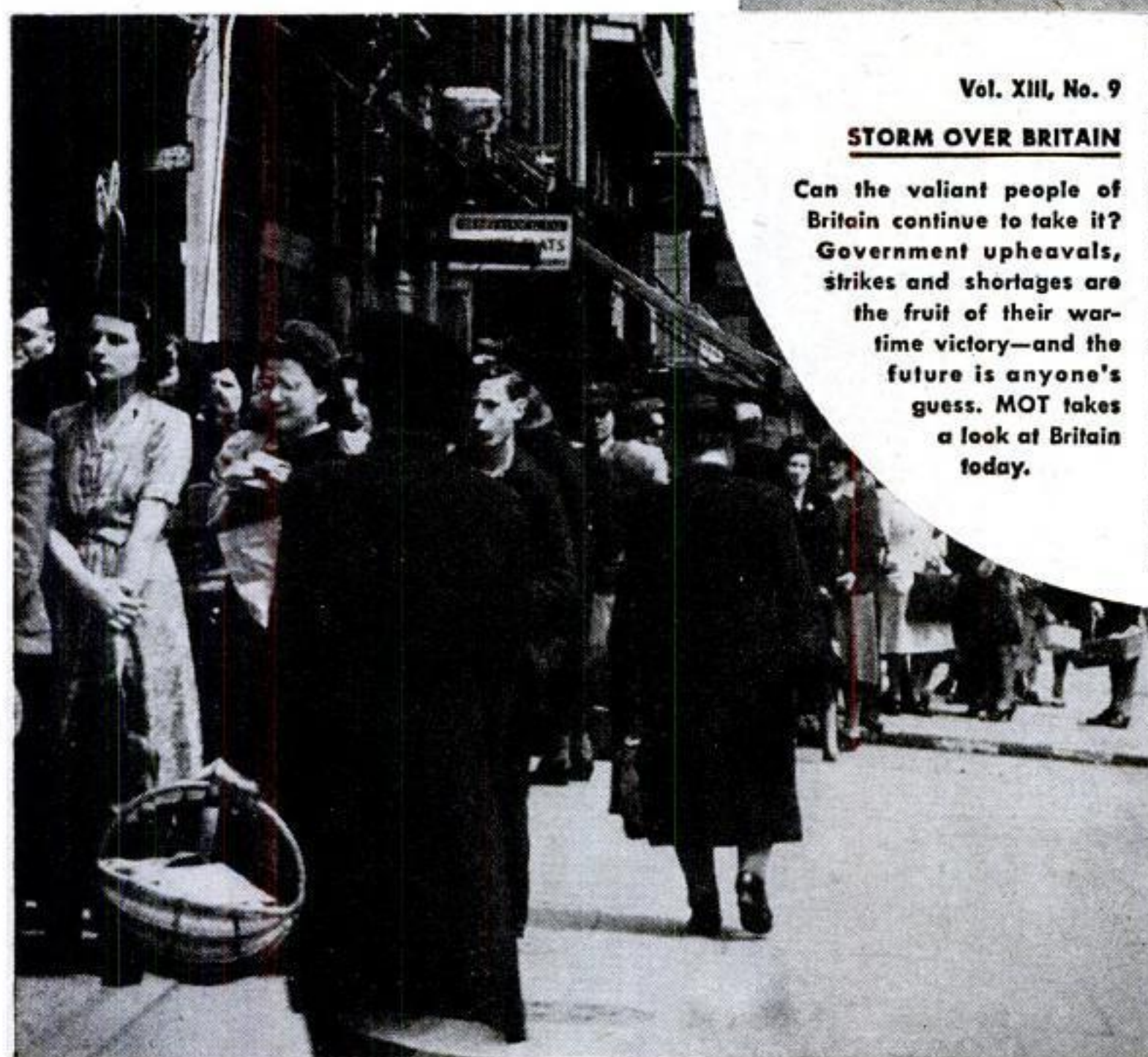
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YOUR DOCTORS
—1947

How is medical research making your life longer—safer—healthier? With MOT you eyewitness new techniques in actual operations... sit in as psychoanalysts treat sick minds... see how "group practice" works—learn what medicine has in view for the future.



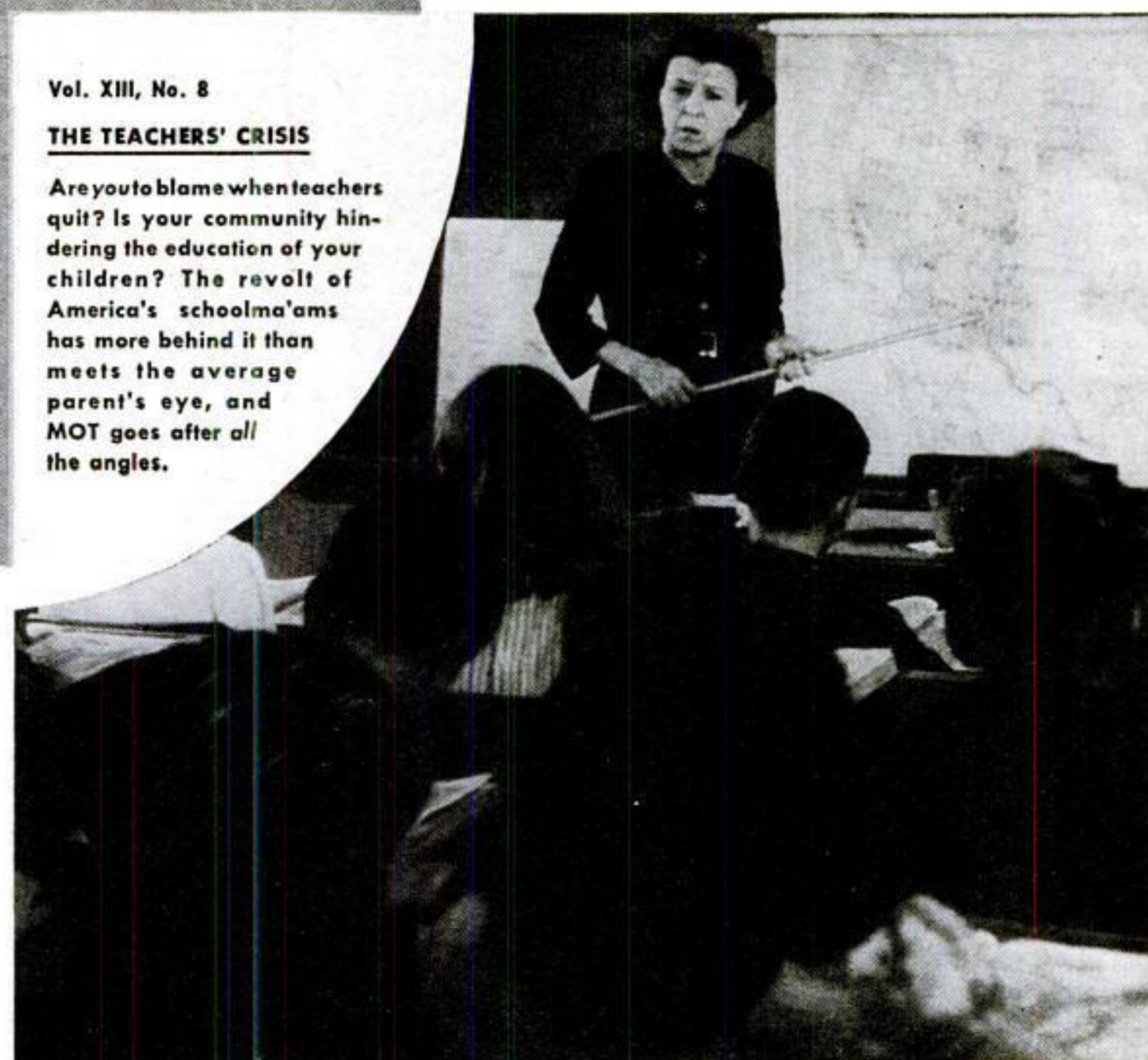
Vol. XIII, No. 10
THE RUSSIANS
NOBODY KNOWS

Uncensored films from inside Russia bring you an intimate story few outsiders ever see: the life of ordinary men and women and children in the Soviet Union today. Bound to be controversial—so please do not discuss it until you have seen it yourself.



Vol. XIII, No. 9
STORM OVER BRITAIN

Can the valiant people of Britain continue to take it? Government upheavals, strikes and shortages are the fruit of their war-time victory—and the future is anyone's guess. MOT takes a look at Britain today.



Vol. XIII, No. 8
THE TEACHERS' CRISIS

Are you to blame when teachers quit? Is your community hindering the education of your children? The revolt of America's schoolma'ams has more behind it than meets the average parent's eye, and MOT goes after all the angles.

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WITH ADULT POISE, 31-POUND GINGER EBY URGES HER 1,000-POUND HORSE INTO A CANTER. SHE SITS ON A TINY REPLICA OF A REGULAR WESTERN SADDLE



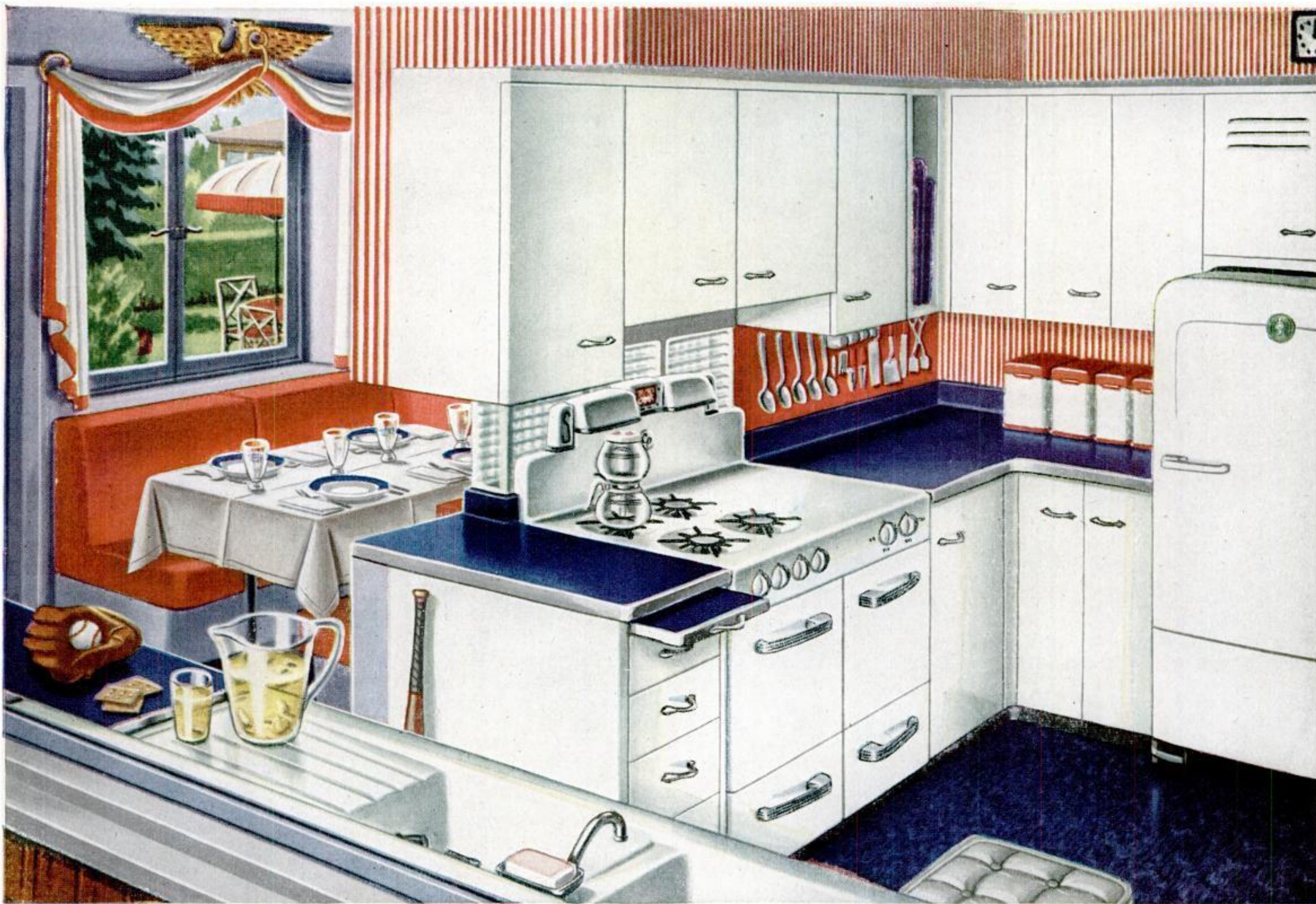
RIBBONS AND TROPHIES surround Ginger's bed. She has made 50 appearances as an exhibition rider, but away from horses she plays with dolls like any little girl.

BABY HORSEWOMAN

Four-year-old Virginia Ann Eby of Tulsa, Okla. is veteran entertainer at horse shows and rodeos

Though she weighs one pound less than a bushel of oats and has to stand on tiptoe to reach a stirrup, Virginia Ann (Ginger) Eby is recognized as an accomplished horsewoman by horse-show enthusiasts of the Southwest. In the past year and a half she has been bringing down the house at rodeos and stock exhibitions by putting her man-sized horse through the formal walk-trot-canter gaits with professional skill. Ginger came by her talent naturally, without any forced training from her parents. Her father, who manages a riding academy in Tulsa, used to take 6-month-old Ginger out to the stables with him because baby-sitters were hard to get during the war. While he did his chores he discovered that she would perch happily on the back of a horse for more than an hour without complaining. Before she was a year old Ginger had learned to nudge a mount into a slow walk. At 2½ she was posting gaily around the corral. Two months later she had mastered cantering. Now she rides every day for an hour or two, often going out on six-mile trails with her father's regular riding classes. Though her unusual talents would make wonderful advertising for their riding-academy business, Ginger's parents are determined not to exploit her. "After all," they say, "we don't want her to be burned out by the time she's ready for kindergarten."

CONTINUED ON PAGE 119



"Americana Kitchen" . . . Planned with true American ingenuity to get things done in the quickest, simplest, most successful way possible! For this latest *"New Freedom Gas Kitchen"* design is built around the greatest work-savers ever. *Time-saving food preservation* with a new silent Gas refrigerator that is so roomy you can store a week's groceries plus 60 packages of frozen foods. *Constant hot water* 24 hours a day for every clean-up

job in the house — from a new automatic Gas water-heater. *New coolness and cleanliness* thanks to a special ventilating system that catches un-wanted cooking odors and greasy vapors right at their source. *And the cooking miracle* that all America has waited for — a new completely automatic Gas range built to "CP" standards. Read about it below . . . and then make it the first step toward your own *"New Freedom Gas Kitchen"* . . . today!

It's a Declaration of Independence for every woman who cooks!

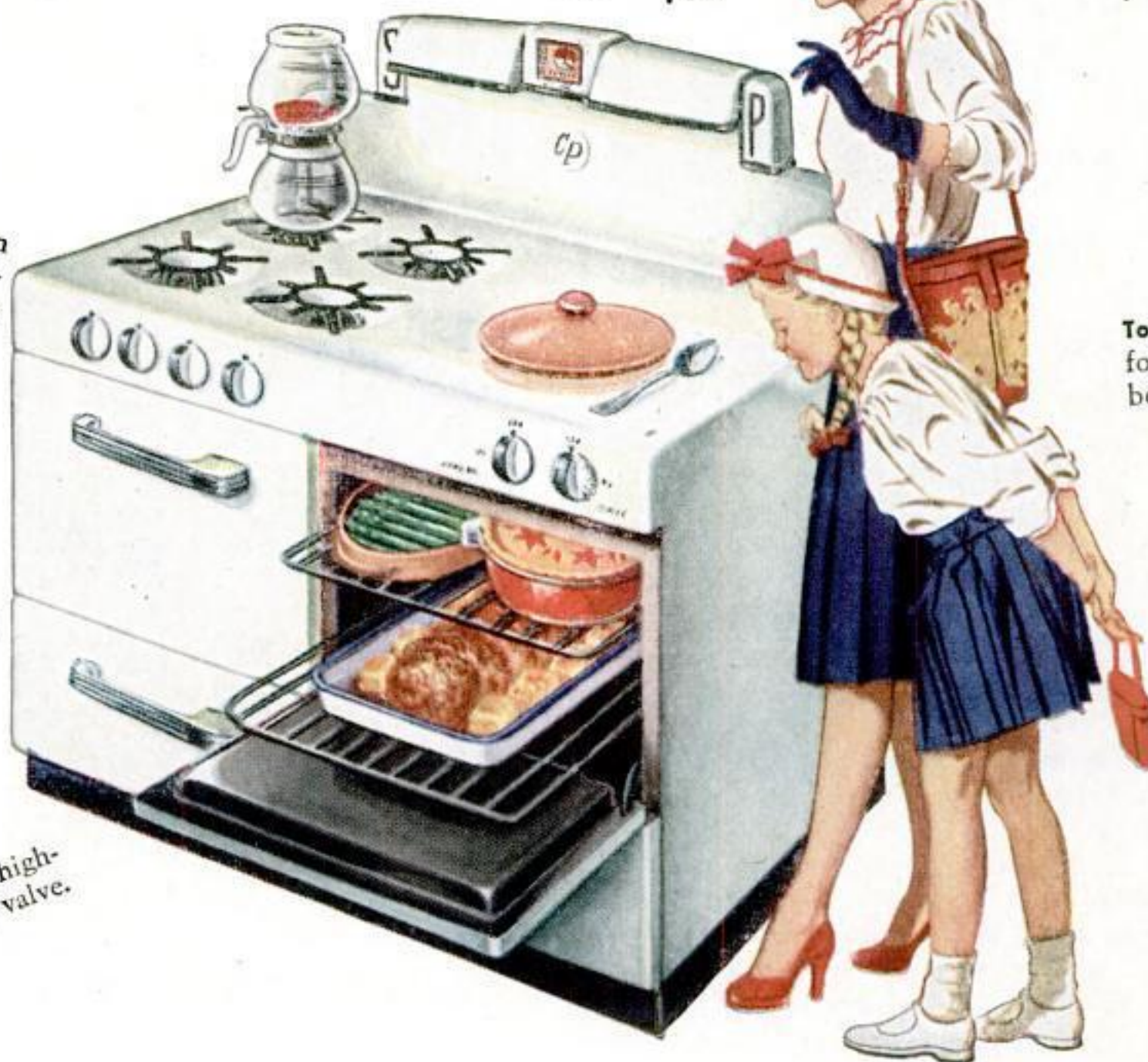
Works while you play . . . this super-modern Gas range with automatic clock control — cooks a complete oven meal by itself — turns Gas on and off at right time and temperature.

Holds any heat . . . oven thermostat control gives exact temperature you want from 250° to 550°.

Flame-sizzles steaks . . . Gas broiler really broils! Quick-sears outside — juice-seals inside.

Bakes better cakes . . . ventilated oven browns evenly on every level.

Obeys instantly . . . ready for high-boil the second you turn the valve.

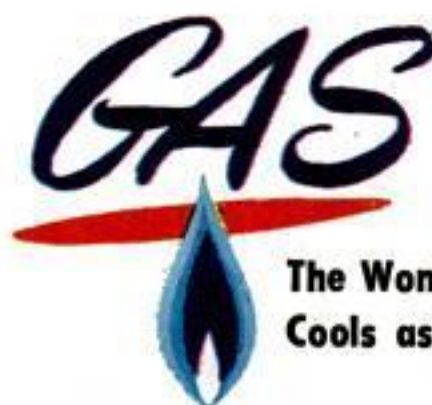


Cools quickly . . . no long lingering top burner heat to warm up kitchen.

To be sure you get all these features — look for this "CP" seal. It's your guide to the best in modern automatic cookery.



P. S. For your copy of beautifully illustrated booklet *"New Freedom Gas Kitchens"* — send this paragraph, your name and address, plus 10¢ in coin or stamps to: Dept. L, AMERICAN GAS ASSOCIATION, 420 Lexington Ave., New York 17, N. Y.



The Wonder Flame that Cools as well as Heats

Copyright 1947, American Gas Association

CORONET

makes the lighter highball

...because Coronet itself
is lighter...kinder...
cleaner-tasting!

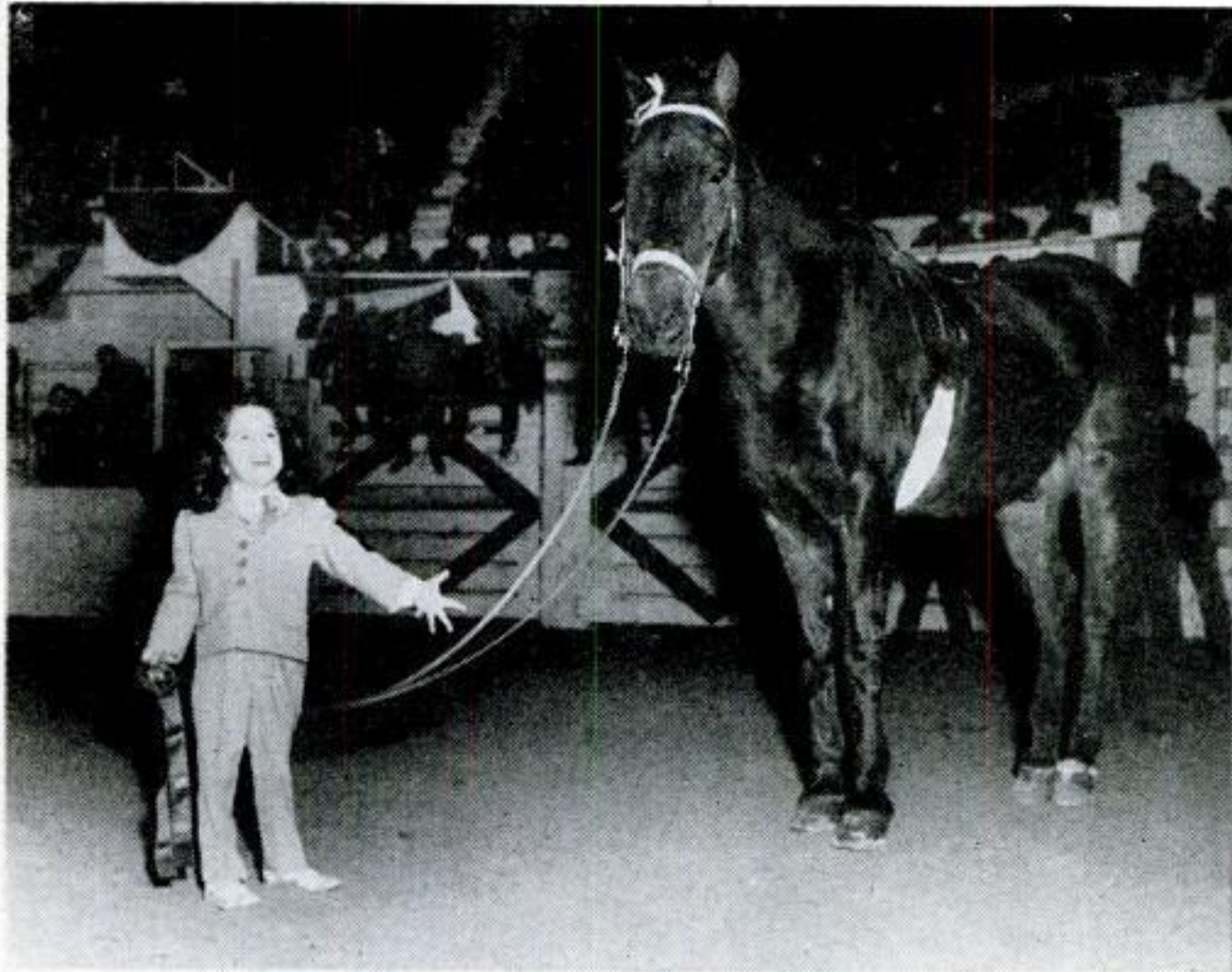
lighter with soda...

lighter with ginger ale...

lighter with cola...



Paul Rand



GINGER TAKES A BOW after riding at Fort Worth (Texas) Stock Show. Real cowhands (background) were amazed at her easy control of the big horse.



FOLLOW THE LEADER is a favorite game for Ginger and her friends. She has no fear of horses, will guide them over trails too rough for older riders.



CLIMBING CORRAL GATE is method Ginger uses to mount her horse, which looms 15 hands high. Offered a leg-up, she says, "I can do it myself."

RED HOT?
Look for rust
in the radiator



Clean out rust with
DU PONT Cooling System CLEANSER

Avoid overheating by cleaning out rust and scum in your radiator. Just pour in a can of DU PONT COOLING SYSTEM CLEANSER, run the engine for 30 minutes or more, then drain. No reverse flushing is necessary. It dissolves rust—cleans thoroughly—improves engine performance. It's safe, sure, and easy to use.



Then keep out rust with
DU PONT Acid and Rust INHIBITOR

After cleaning out the radiator, you can keep it free from rust all season by pouring in a can of DU PONT ACID AND RUST INHIBITOR. This neutralizes the acid and prevents rust from forming.



Avoid radiator leaks with
DU PONT Cooling System SEALER

You can stop leaks quickly and securely—and make your cooling system LEAK-PROOF—by pouring in a can of DU PONT COOLING SYSTEM SEALER. It will not clog the radiator or harm hose or metal parts.



BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY



IN CHICAGO HOTSPOT MAGICIANS ARE TOO ABSORBED
IN GOLF-BALL TRICK TO LOOK AT THE STRIP-TEASER

Life Goes to a Magicians' Convention

Wizards visit Chicago to bamboozle each other and show new gimmicks

Last month in Chicago's Morrison Hotel nearly a thousand professional and amateur sorcerers met for three frenzied days and nights to see magic, talk magic, learn magic, buy magic. It was the 19th convention of the Society of American Magicians and the biggest turnout in the society's history. The postwar boom in magic is largely explained by the fact that many soldiers who had enjoyed watching magic in USO shows are now teaching themselves to do tricks. Magic dealers, who spread out their wares in hotel rooms, reported a record business in trick decks, multiplying candles and all the other sly gimmicks of the conjurer's trade.

At the Chicago convention amateur magicians were recruited from practically every profession, though doctors seemed to predominate. One physician spoke for the whole brotherhood of abracadabra when he explained, "Magic brings me a wonderful relief from worry. I lose myself completely with a pack of cards and a few gadgets." A psychiatrist who is also an ardent magician observed that "many people take up magic because they have an inferiority complex. It gives their egos a lift."



DR. HARLAN TARBELL, LECTURER AND FAMED MAGICIAN, BALANCES EGG ON FAN WHILE HE IS BLINDFOLDED



FLOATING GOLF STICK is demonstrated by Russ Walsh, a Chicago businessman, in the "pro" room of South Shore Country Club. Walsh claims that his levitation trick will make a caddy's life much pleasanter because floating clubs naturally lighten the bag.



CARD SWORD is brandished by Waldo Logan, president of an oil company, whose hobbies are deep-sea diving and magic. In this trick several people select a card each, replace them in the pack. The pack is tossed in air and Logan spears all the chosen cards.

A SPECIAL PREPARATION FOR SHAVING

★
For the 1 man in 7
who shaves daily

★
NO BRUSH

Modern life demands at least 1 man in 7 shave every day—yet daily shaving often causes razor scrape, irritation. To help men solve this problem, we perfected Glider, a rich soothing cream.

Glider protects your face while you shave. It enables the razor's sharp edge to glide over your skin, cutting whiskers close and clean without scraping or irritating. Quick, easy to use. Needs no brush—not sticky or greasy.

TRY A TUBE AT OUR EXPENSE

You can get Glider at any toilet-goods counter. Or we'll be glad to mail you a guest-size tube—enough for three full weeks—absolutely free. Just send your name and address to the J. B. Williams Co., Dept. LG-13 Glastonbury, Conn., U. S. A. (Canada: Ville La Salle, Que.) Offer good in U. S. A. and Canada only.

Everett B. Hullburt
PRESIDENT

Pipe Smokers—

change to
"BOND STREET"
for fragrant
smoking!"

Made so
smooth and mild
you can
inhale it.



WARNING:
The aroma's so in-
viting you'll have
to "lend" many a
fragrant pipeful.

Made by the special Philip Morris process

Magicians' Convention CONTINUED



SERIOUS BUSINESS at convention took place at lecture where magicians heard Bert Allerton on close-up magic, or fooling people under their noses.



TOMFOOLERY took place in lobbies where Magician Russell Swann and his pretty assistant surprised visiting Shriners with his magic snake-charming act.



SLY TRICKS were played at bar, where magicians planted gimmicks. Summoned to answer phone, Russell Swann lifted receiver, got his face squirted.

"One Luxury
Every One Can Enjoy"

Richardson's Candy Chef



U-ALL-NO

Richardson's

AFTER
DINNER **MINT**

Pure CANE Sugar plus
Natural MINT for Flavor



Thos. D. Richardson Co., Philadelphia 34, U.S.A.

Treat Yourself to
New England's
Favorite Flavor

Delicious with that extra-tempting true old-time goodness. Actually baked (not steamed) for one entire day with juicy pork and spicy sauces... "Down East" in Portland, Maine. Burnham & Morrill Company.



CONTINUED ON PAGE 125

Oskar Barschak



When cooking's taught with loving care
The course begins with Pyrex Ware !

THE COOKING LESSONS you will never forget are those precious moments that Mother gave you. Those little hints. Those deft unexpected touches that only she seemed to know.

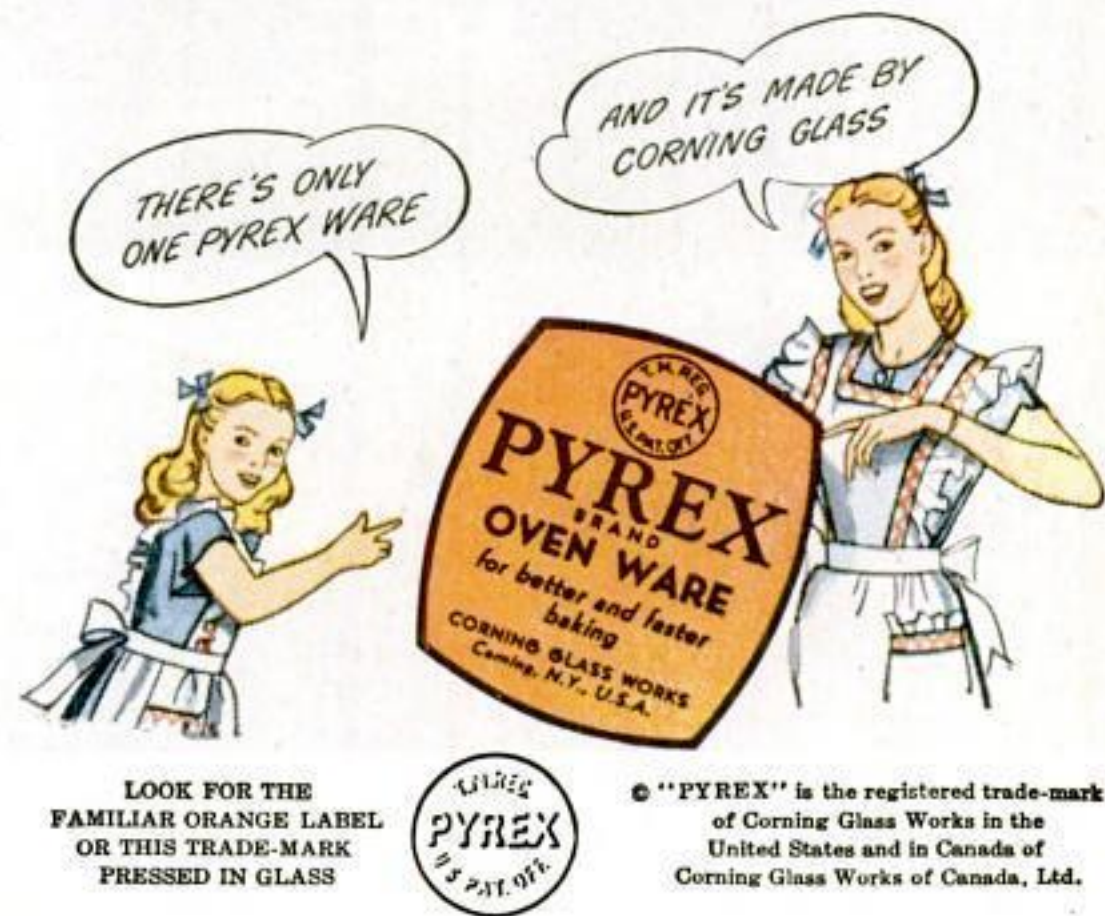
We of Corning Glass Works are proud that our sparkling Pyrex dishes have earned for themselves a place in this gentle ritual. Proud that many a little girl, now a Mother, first learned about the magic that is Pyrex ware from her Mother in her first cooking lesson.

For Pyrex ware is cooking magic. Foods

brown better in these crystal clear dishes, and with less fuel because glass transmits heat faster. Their smooth surfaces wash clean in a flash. And every dish is three in one—for cooking, serving, storing!

If you were "brought up" with Pyrex ware, you'll hand on the tradition, just as your own Mother did. If you haven't discovered Pyrex ware, do so tomorrow at your favorite store!

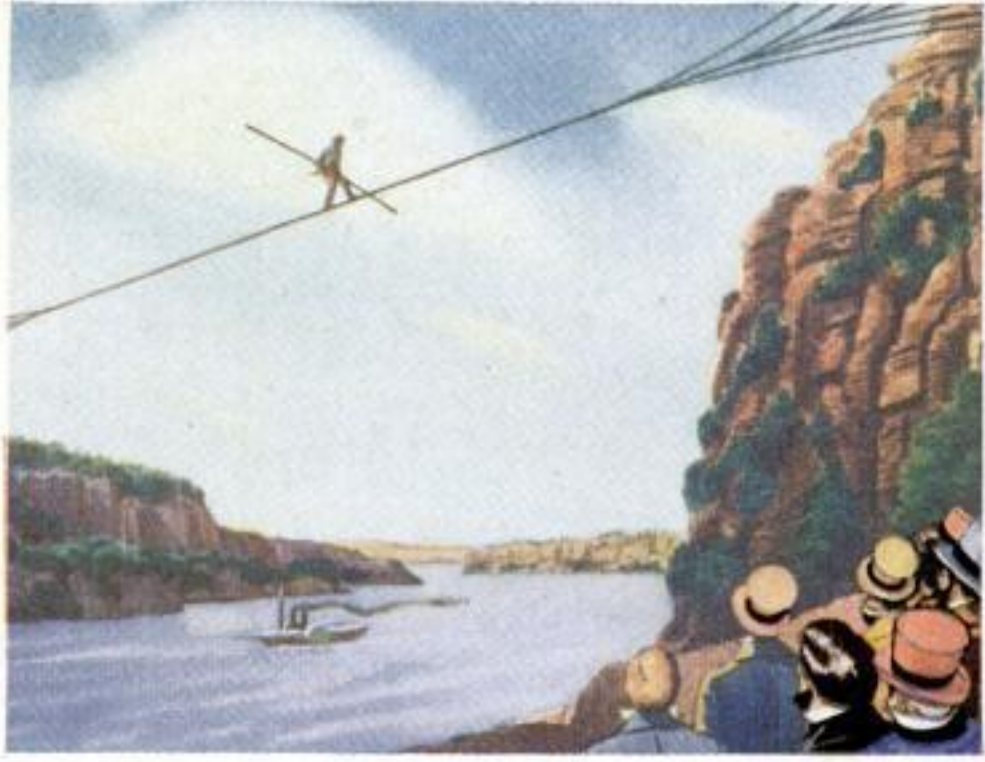
The new square cake dish shown above is one of many lovely Pyrex utensils. It's only 50 cents.



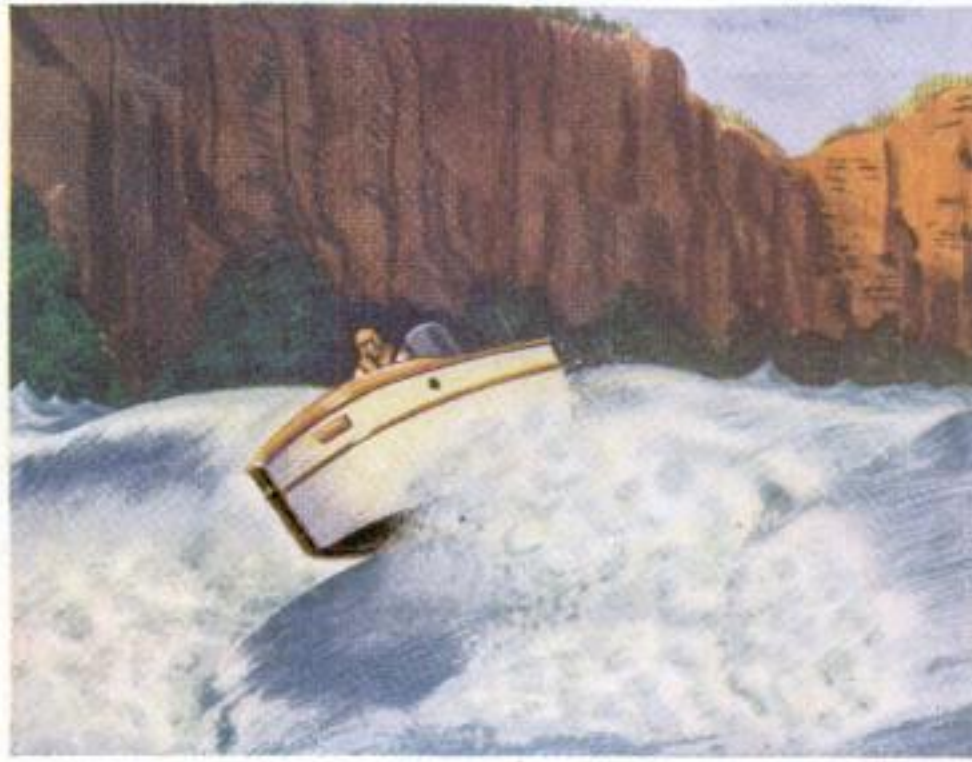
LOOK FOR THE FAMILIAR ORANGE LABEL OR THIS TRADE-MARK PRESSED IN GLASS

© "PYREX" is the registered trade-mark of Corning Glass Works in the United States and in Canada of Corning Glass Works of Canada, Ltd.

Niagara attracts more than brides



1859 Beautiful Niagara has been a magnet to dare-devils, as well as honeymooners, since Monsieur Blondin skipped across the Falls on a 3-inch rope. The name Corby's came to Canada a year before this French expert drew crowds to watch his chilling antics.



1899 A little boat, aptly called *Fool Killer*, successfully shot the Rapids. A few months earlier, when the name Corby's had 41 years' standing in Canada, a performer made the same trip in a barrel. He met death several years later by accidentally slipping on a banana peel.



1928 Over the Falls with no damage other than minor bruises! Hard to believe, but it was done in an 11-foot rubber ball in the 70th year of Canadian fame for the name Corby's. Others had already dared breath-taking parachute jumps from the suspension bridge.



1947 Niagara Falls still attracts publicity-hungry eccentrics. At least one man thinks it would be fun to take the drop in a new rubber ball—even though the law says, "No!" For a much more reasonable kind of fun, share your good times with Corby's, the whiskey with a grand old Canadian name. Whenever and wherever it's suggested, light, sociable Corby's rates an immediate "YES!"



CORBY'S... A GRAND OLD CANADIAN NAME

PRODUCED IN U.S.A. under the direct supervision of our expert Canadian blender

86 Proof—68.4% Grain Neutral Spirits—Jas. Barclay & Co., Limited, Peoria, Illinois



ATTENTIVE HUDDLES of the magicians gathered all day long in lobbies and halls, everybody intent on something apparently profound or important.



INSIDE THE HUDDLE LIFE Photographer George Karger found what was going on. Father Paul Lloyd, fellow magician, was picking a card—any card.

CONTINUED ON NEXT PAGE

First Choice with Sports Commentator
BILL STERN

AO POLAROID*
DAY GLASSES

"Give me **AO POLAROID Day Glasses** for driving, fishing, sailing, skiing! These sun glasses cut out confusing glare reflected from roads, water, snow and ice. I also like the way they let you see things in their true colors. Wear AO Polaroid Day Glasses, and you won't be missing a trick!"

Bill Stern



EDNA RYAN
Beautiful Powers Model

NEW STYLING—Ful-Vue frames to permit wider range of vision—well-fitting slip-on temples. Crystal frames for men; Sunlight Blue, Cherry Red and Sparkling Crystal for women.

\$2.69
with case

How AO Polaroid Day Glasses Filter Reflected Glare!

- A** Bright light from the sun strikes a surface.
- B** Some rays bounce off as glare; others reflect to the eyes as useful "seeing" rays, show color and detail.
- C** Ordinary sun glasses dim both glare-light and useful light. Glare remains to hide detail, to dilute true colors.
- D** AO Polaroid Day Glasses reduce annoying glare, reveal detail, transmit undiluted color rays.



American Optical
COMPANY

IF IT'S MARKED AO IT'S SMARTLY STYLED, OPTICALLY CORRECT
*T. M. Reg. U. S. Pat. Off. by Polaroid Corp.

*A Welcome Label
on any Table*



If yours is a cultivated taste and you enjoy the finer things of life, then BARBAROSSA is brewed for you. It has a lingering taste thrill that gives perfect satisfaction. It's the joy of the host from coast to coast.

BARBAROSSA

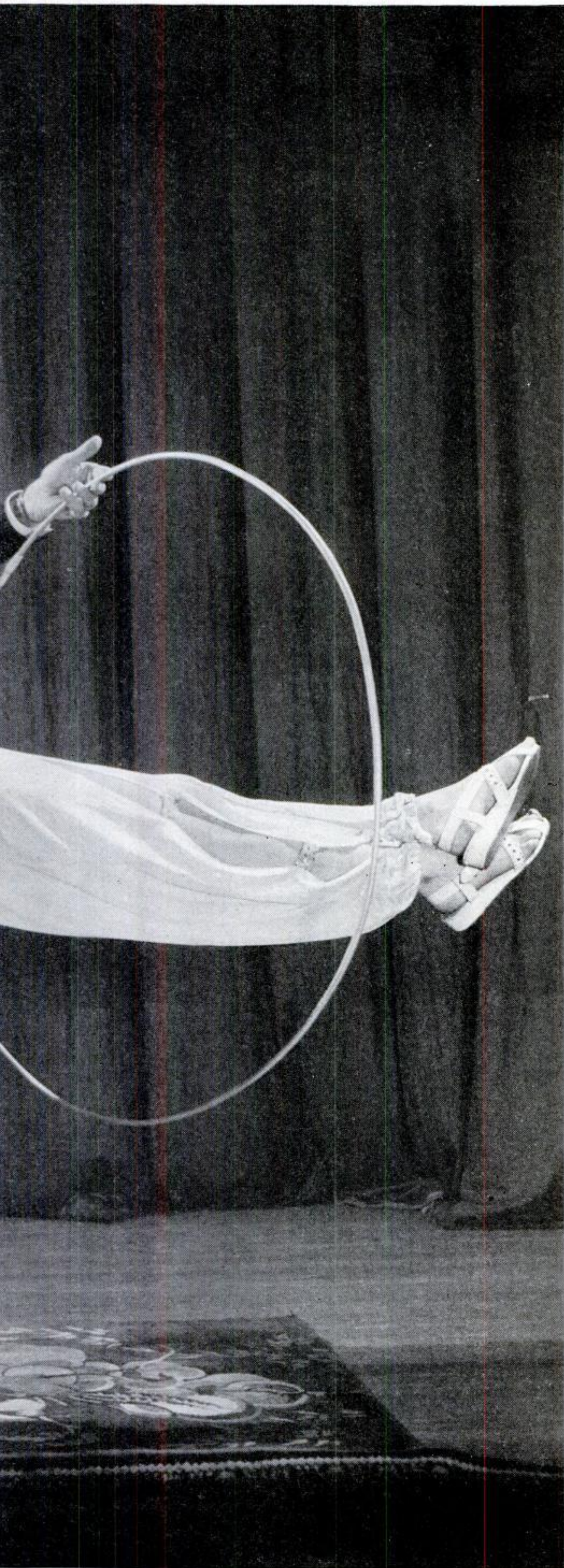
The Premium BEER

©1947—RED TOP BREWING CO., CINCINNATI, OHIO

Magicians' Convention CONTINUED



BEST NEW TRICK at convention was a variation of the famous old levitation act. Its inventor, Jack Gwynne, pretends first to hypnotize his daughter-in-law Helen. Then he stretches her across two sawhorses, finally removes



the supports entirely so that Helen is seemingly suspended in mid-air. Gwynne passes a hoop completely over her body to show that there is no support. Gwynne tells nobody how it is done and few magicians at the convention could guess.

CONTINUED ON NEXT PAGE



He's not the *only* one who rates an exclamation point, mermaid. But it's true . . . men who go down to the sea in a Marlboro can't help but go up in a girl's estimation.

P.S.—Both his Soap'n' Water sport shirt and his swim trunks are Marlboro-styled . . . most admired, most desired for the 4th of July and vacations!

Marlboro Shirt Company, Inc., Baltimore, Md.



Short-sleeved Marlboro Sport Shirt, at home in the sun



T-Shirt by Marlboro, bright summer patterns and hues



Dress Shirt of coolest Galahad Tissue, light yet long-wearing

Marlboro

SHIRTS

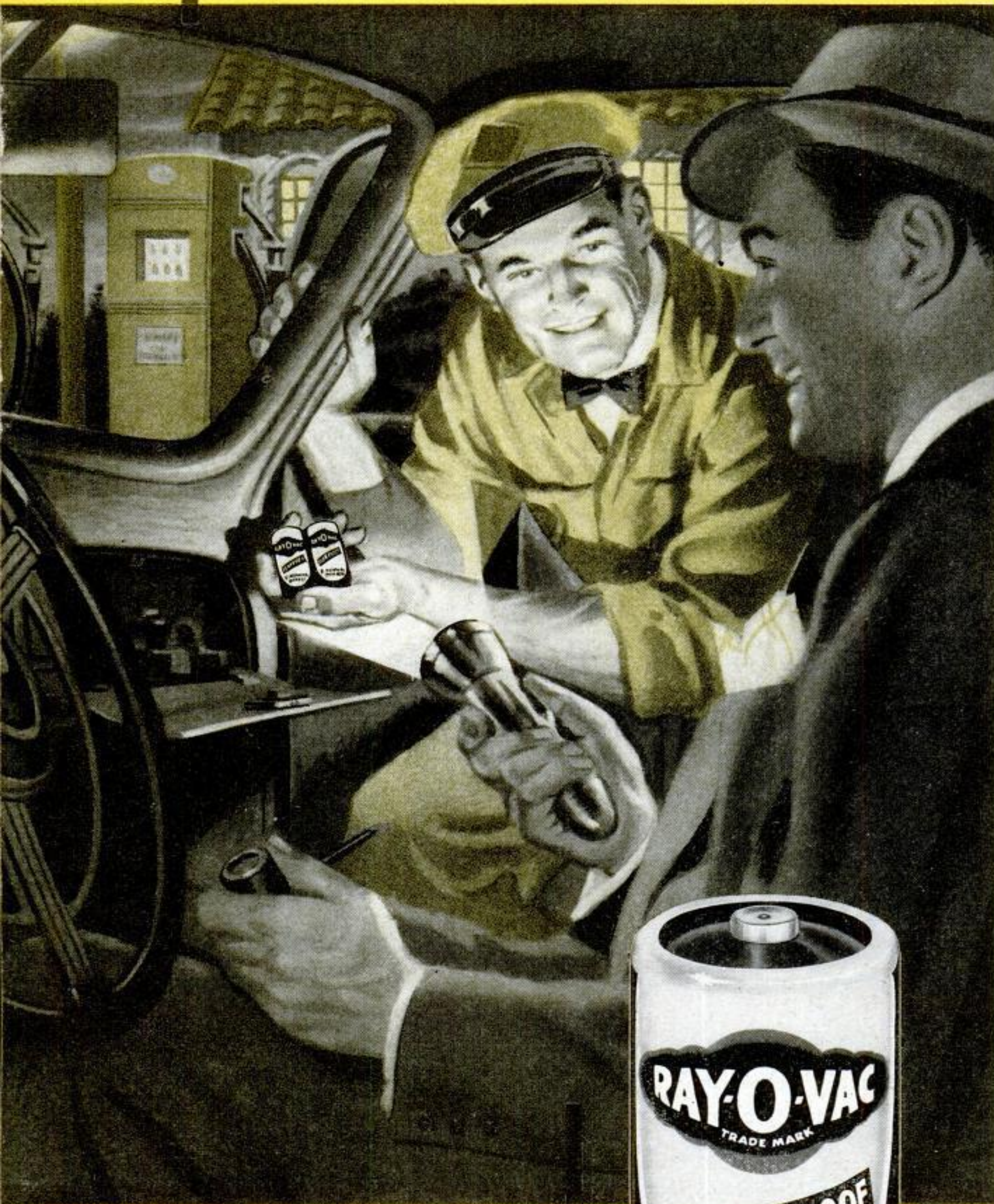


SPORTSWEAR

RAY-O-VAC
TRADE MARK

LEAK PROOFS

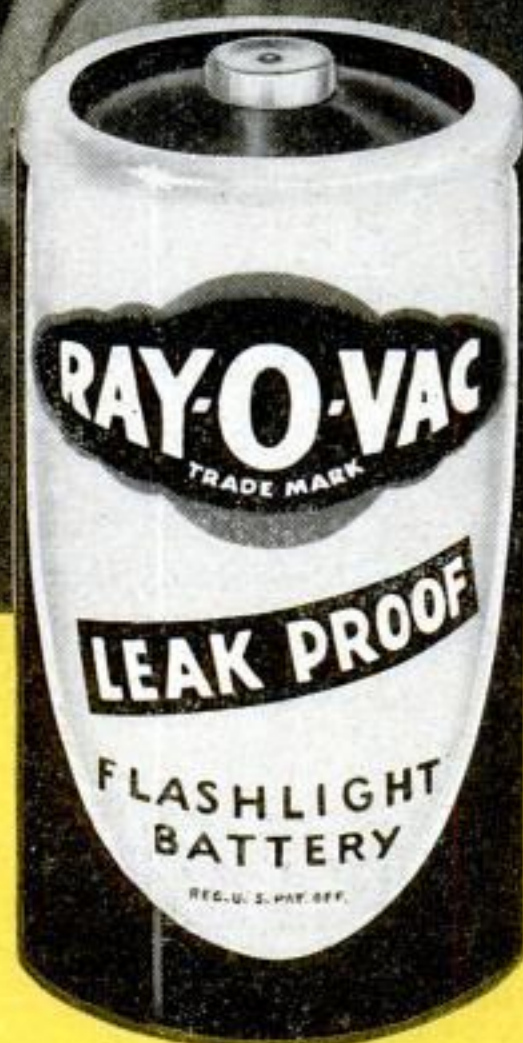
**sealed against corrosion...
sealed against power loss!**



Ray-O-Vac LEAK PROOFS keep your flashlight *safe* from corrosion—they're insulated and sealed-in-steel to keep corrosive battery materials from damaging your flashlight. And this same patented construction prevents loss of battery energy. LEAK PROOFS *stay fresh* 'til you need them! For FREE helpful "Flashlight Service Guide" write Dept. L-3, Ray-O-Vac Company, Madison 3, Wisconsin.

Read this Guarantee AGAINST FLASHLIGHT DAMAGE

If your flashlight is damaged by corrosion, leakage, or swelling of this battery, send it to us with the batteries and we will give you FREE a new comparable flashlight with batteries.



ONLY LEAK PROOFS HAVE
THE "ADDED FOUR"
THAT'S WORTH MORE

START WITH
A POWERFUL BATTERY

ADD STEEL BOTTOM

ADD STEEL TOP

ADD INSULATION

ADD STEEL JACKET

FINISH WITH
RAY-O-VAC LEAK PROOF



BUY SPARES... THEY STAY FRESH!

Magicians' Convention CONTINUED



FUNNIEST ACT was done by Sam Berman, as a clown who learns tricks without really knowing how he does them. To his amazement a lighted candle appears mysteriously in his hand, followed by another and another and another.

*This Schenley whiskey, millions say
Brings Sunny Morning Taste your way*



COME ALONG FOR SUNNY MORNING FLAVOR

Join the parade to Schenley Reserve—if you want more than fine whiskey pleasure. For Schenley Reserve offers a *plus . . .* an *extra* dividend of delight in its far-famed Sunny Morning Flavor. Try Schenley Reserve—today!

PRE-WAR
QUALITY

SCHENLEY

RESERVE

RARE BLENDED WHISKEY 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. COPR. 1947, SCHENLEY DISTILLERS CORP., N. Y. C.



Copyright, The American Tobacco Company

"Next stop—the tobacco auction," painted by Ernest Fiene

FINE TOBACCO is what counts in a cigarette

"At all the markets I've ever attended, I've seen the makers of Lucky Strike buy fine tobacco."
—T. R. Oglesby, 17 years an independent tobacco auctioneer.

"With my own eyes, season after season, I've seen the makers of Lucky Strike buy good, ripe, prime leaf."
—Carl Hartfield, 29 years an independent tobacco buyer.

"For years now, I've seen the makers of Lucky Strike buy fine tobacco, the kind of leaf a tobacco man really goes for."
—E. L. Isaacs, 22 years an independent tobacco warehouseman.

and Lucky Strike
means **FINE TOBACCO!**

So Round, So Firm, So Fully Packed—So Free and Easy on the Draw



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